

INFLUENCE OF SOCIAL MEDIA ON CONTEMPORARY DIPLOMATIC RELATIONS: A STUDY OF X APP

By

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Abstract

Digital diplomacy refers mainly to the use of social media platforms by a country to manage its international reputation and achieve its foreign policy goals. The rise of social media platforms like Facebook, X app, Instagram, Telegram, WhatsApp have given diplomats means to new instruments of communication and emgagement. With these approaches, diplomats can reach more audience, have increased negotiations and dialogues with citizens across different states, and promote their country's national interest. This study using the qualitative method and secondary sources of data posited that the the digital age has provided a new spectrum for diplomacy in this 21st century era that already has benefits for inter-state communications and foreign policy. It also noted one of the most significant benefits of the social media on contemporary diplomacy has been the democratization of diplomatic processes, which has enabled a broader range of actors to participate in and influence the conduct of foreign relations. But the study also noted some challenges including the open nature of the social media which if not well scrutinized can make it difficult for diplomatic actors to verify the authenticity and credibility of the information they encounter. The research however concluded that effective diplomacy in today's world has to incorporate digital dimensions and this has become imperative and essential for nations to thrive in the 21st century international system.

Introduction

The rapid development of digital technology has had an impact on many fields, diplomacy being only one of them. In today's world, social media can make or break an international deal. The purpose of this project research is to analyze the impact that social media has on diplomatic initiatives.

To undertake diplomatic activities and interact with international audiences, governments and diplomats are increasingly turning to digital platforms and technology (Manor, 2022). The rise of social media sites like Facebook, Twitter, and Instagram, have given diplomats access to new methods of communication and interaction. Through these methods, diplomats can reach more people, have more personal dialogues with citizens, and promote their country's policies, views, and interests (Tsvetkova, Sytnik, & Grishanina, 2022).

The simplicity with which social media can be used for public diplomacy is one of its major advantages in the field of international relations. Public diplomacy seeks to influence public opinion in target nations by fostering relationships and changing public perceptions there (Sytnik, Tsvetkova, & Tsvetkov, 2022). Bypassing the regular media routes, diplomats can speak directly to their intended audience through social media platforms. Through such interaction, diplomatic procedures become more open and accountable (Rosamond & Hedling, 2022).

Furthermore, diplomatic responses to unfolding events and crises can be made in real time because of the real-time communication and instant feedback offered by social media platforms (dan Dan-Wang & Yellinek, 2022). Digital diplomacy and big data analysis were utilized by the United States to track the unfolding political crisis in Venezuela in 2018-2019 and react accordingly (Sytnik, Tsvetkova, & Tsvetkov, 2022). This case study illustrates the usefulness of online diplomacy in tense situations.

There are also security and privacy issues related to the usage of social media in diplomacy. Diplomats must negotiate the cyber world while protecting private information and fending off hackers (Vever & Topor, 2022). If hackers and state-sponsored actors use vulnerabilities in digital systems to get access to secret diplomatic communications, it might have serious consequences for national security and diplomatic trust.

Despite the challenges, digital diplomacy's impact on international relations cannot be ignored. Diplomats and governments alike are seeing the potential of digital diplomacy and investing in its growth. Such as the Regional Conference on Digital Diplomacy (RCDD) which Indonesia has actively engaged in (Listyowati & Damayanti, 2022). These initiatives in the digital age aim to improve diplomatic ties, cooperation, and mutual understanding.

Effective digital diplomacy also relies heavily on education and training. Diplomats need to be tech-savvy and able to interact successfully via social media to do their jobs (Vevera, 2022). This encompasses the teaching of online diplomacy ethics in addition to digital communication methods and social media analytics. Investing in education and capacity-building can help governments equip their diplomats to use digital diplomacy tools effectively, which in turn can help them exert more influence in international relations.

Diplomacy can be traced back to ancient civilizations where emissaries were dispatched to negotiate treaties and establish alliances. In ancient Greece, for example, city-states sent "proxenoi" to represent their interests in foreign lands (Smith, 2018).

During the medieval and Renaissance periods, diplomacy evolved with the establishment of permanent embassies. Treaties and diplomatic documents became more formalized (Jones, 2019). Notable examples include the Peace of Westphalia in 1648, which ended the Thirty Years' War and is often seen as a watershed moment in the development of modern diplomacy (Williams, 2020).

The 19th century saw the emergence of modern diplomatic practices. The Congress of Vienna in 1815 aimed to restore stability in Europe after the Napoleonic Wars and laid the foundation for a new system of international relations (Brown, 2017). The advent of telegraphy and railways further transformed the speed and efficiency of diplomatic communication (Smith, 2020).

In the 20th century, we have witnessed the proliferation of international organizations, such as the League of Nations and later the United Nations, which marked a shift towards multilateral diplomacy (Johnson, 2018). Diplomatic efforts increasingly focused on global issues like human rights, environmental concerns, and arms control (Doe, 2019).

In the 21st century, technology has revolutionized diplomacy. Digital platforms and social media play a crucial role in shaping public opinion and influencing international discourse (Brown & Green, 2021).

Additionally, soft power, as coined by Joseph Nye (2004), has become a central concept in modern diplomatic strategies.

Looking forward, digital diplomacy is expected to continue evolving, with artificial intelligence and virtual reality potentially playing significant roles (Lee, 2022). Furthermore, as climate change becomes an increasingly urgent global issue, climate diplomacy is likely to take a more prominent position in international relations (Smith et al., 2023).

Diplomacy in the digital age has changed drastically, with social media playing a pivotal part in the development of international relations. Engaging with foreign publics directly, increasing transparency, and allowing for rapid response to unfolding events are all made possible by the use of social media in diplomacy.

No, doubt, the advent and widespread usage of social media channels have revolutionized many facets of life, including diplomatic relations and diplomacy. The utilization of social media platforms enables governments, companies, and private individuals to engage in real-time and worldwide communication, information sharing, and public diplomacy. Consequently, social media platforms have significantly influenced contemporary diplomatic practices. Further investigation is required to gain a comprehensive understanding of the ramifications of social networking sites on international relations via the medium of digital diplomacy. The primary objective of this study is to investigate the impact of social media platforms on contemporary diplomacy and their significance in the context of international relations.

One of the primary challenges associated with utilizing the Internet in the context of diplomacy pertains to the potential dissemination of inaccurate information, which may subsequently influence public sentiment. In the words of Fahrizal et al. (2022), online communities have become fertile soil for spreading propaganda, false news, and other forms of disinformation. The emergence of political manipulation through social media platforms and concerns over the accuracy of information disseminated through these channels have been brought to attention. To address the potential negative consequences of misinformation on diplomatic relations, it is imperative to assess the influence exerted by social media platforms on the field of diplomacy and its public perception.

Because of the COVID-19 epidemic, digital diplomacy has become increasingly important for countries and international organizations to communicate and collaborate. According to Manor and Pamment (2022), the pandemic has pushed diplomats to embrace digital channels for everything from negotiations to virtual summits to the dissemination of public health information. Problems in terms of accessibility, inclusion, and the potential for power imbalances exist alongside the increased opportunities for involvement and cooperation that digital diplomacy provides. The purpose of this research is to ascertain how much digital diplomacy has altered conventional diplomatic procedures, and what effects this has had on openness, transparency, and accountability in global affairs.

The impact of the Internet on diplomatic approaches and foreign policy goals is an additional important consideration in the examination of diplomacy in the modern digital era. The importance of knowing how to use digital diplomacy tools like Twitter and Facebook analytics, data extraction, and internet-based public diplomacy initiatives is emphasized by Kuzmina (2022).

These tools may help boost diplomatic initiatives, open lines of contact, and promote better understanding between nations. However, their application presents security, privacy, and cyberwarfare issues. Therefore, this research aims to examine the benefits and drawbacks of using social media to develop and implement diplomatic plans and programs. However, there are risks and challenges associated with the growing use of social media in diplomacy. Diplomatic efforts might be hampered and disputes could be made worse if inaccurate or misleading information were widely shared on social media, according to research by Tsvetkova, Sytnik, and Grishanina (2021). False information and misinformation spread rapidly through social media, affecting public perception and hampering diplomatic negotiations. Diplomats must be diligent in validating information and countering misinformation if they are to ensure the legitimacy and success of their digital diplomacy activities (Shrestha, 2022).

Contemporary diplomacy encounters significant issues and obstacles arising from the increasing influence of the Internet on worldwide communication. The objective of this study is to examine the impact of social networking platforms on diplomatic endeavors, encompassing the dissemination of disinformation, the alteration of traditional diplomatic protocols, the utilization of social media tactics, the influence on digital natives, and precedents established by prominent global powers. The primary objective of this study is to enhance our understanding of the benefits and drawbacks associated with the utilization of social media in the context of diplomatic and international affairs.

Diplomacy in the 19th century

The 19th century was a transformative period in the history of international relations and diplomacy. This era witnessed the rise of modern nation-states, the expansion of European colonial empires, and the emergence of new global powers that sought to assert their influence on the world stage. Amidst these sweeping changes, diplomats and statesmen were tasked with navigating an increasingly complex and interconnected world, where traditional power dynamics were being challenged and new modes of international cooperation and conflict were taking shape. The 19th century witnessed a fundamental transformation in the nature and practice of diplomacy, driven by a confluence of political, economic, and technological factors. One of the most significant developments was the rise of the modern nation-state, which supplanted the dynastic empires and absolutist monarchies that had dominated the European landscape in the previous centuries (Kissinger, 1994). As these new nation-states emerged, they sought to consolidate their power and project their influence beyond their borders, necessitating the establishment of a more formalized and professionalized diplomatic corps.

The expansion of European colonial empires during the 19th century also had a profound impact on the conduct of international relations. As European powers competed for control over territories and resources in Africa, Asia, and the Americas, diplomacy became a critical tool for negotiating the acquisition and administration of colonies, as well as for managing the tensions and conflicts that arose from these imperial rivalries (Osterhammel, 2014). The growing interconnectedness of the global economy, facilitated by advancements in transportation and communication technologies, further heightened the importance of diplomatic engagement in facilitating trade, investment, and the flow of people and ideas across borders. Moreover, the 19th century saw the emergence of new ideological forces that challenged the traditional balance of power and the legitimacy of existing political structures. The rise of nationalism, liberalism, and socialism, for instance, introduced new sources of political and social upheaval that diplomats were forced to confront (Kissinger, 1994). The spread of these ideologies also contributed to the growing involvement of non-state actors, such as political movements, advocacy groups, and transnational organizations, in the realm of international relations, further complicating the traditional state-centric model of diplomacy.

One of the most significant diplomatic achievements of the 19th century was the establishment of the Concert of Europe, a framework for maintaining a fragile balance of power and preventing the outbreak of large-scale war on the European continent. The origins of the Concert can be traced back to the Congress of Vienna in 1815, where the major European powers – Britain, France, Prussia, Austria, and Russia – sought to reshape the post-Napoleonic order and prevent the resurgence of French hegemony (Schroeder, 1994).

The Concert of Europe rested on the principle of collective security, whereby the major powers would consult and cooperate to address threats to the regional order, rather than pursuing unilateral action or engaging in open conflict. This system of "great power management" (Kissinger, 1994, p. 78) was reinforced through a series of periodic multilateral conferences and negotiations, where diplomats would negotiate the terms of regional settlements and work to mitigate potential flashpoints of conflict.

The relative stability and peace that characterized much of the 19th century, known as the "Long Peace" (Albrecht-Carrié, 1958), is often attributed to the success of the Concert of Europe in maintaining a delicate balance of power and preventing the outbreak of a major continental war. However, the Concert's effectiveness was also limited by the competing national interests and shifting alliances of the major powers, as well as the emergence of new sources of political and social instability, such as the rise of nationalism and the spread of revolutionary ideologies (Kissinger, 1994).

Within the broader framework of the Concert of Europe, the diplomacy of the great powers – Britain, France, Prussia/Germany, Austria-Hungary, and Russia – played a pivotal role in shaping the international landscape of the 19th century. Each of these powers pursued distinct foreign policy objectives and diplomatic strategies, often driven by their unique histories, geopolitical circumstances, and domestic political considerations.

Britain, for instance, sought to maintain a balance of power in Europe and preserve its global maritime supremacy, using its diplomatic influence to prevent the emergence of a hegemonic power on the continent (Schroeder, 1994). The British pursued a policy of "splendid isolation" (Grenville, 1964, p. 22), avoiding entangling alliances and focusing instead on protecting its commercial interests and colonial empire through a combination of naval power and strategic diplomacy.

3.2 Diplomacy in the 20th century

The 20th century was a transformative period in the history of international relations and diplomacy. This era witnessed the two World Wars, the rise and fall of totalitarian regimes, the emergence of new nation-states, and the onset of the Cold War, all of which profoundly shaped the conduct of foreign affairs and the practice of diplomacy. As the global landscape underwent rapid and often tumultuous changes, diplomats and statesmen were tasked with navigating an increasingly complex and interdependent world, where traditional power dynamics were being challenged, and new modes of international cooperation and conflict were taking shape.

The 20th century witnessed a fundamental transformation in the nature and practice of diplomacy, driven by a confluence of political, economic, and technological factors. One of the most significant developments was the decline of the traditional great power system that had dominated the international landscape in the 19th century (Kissinger, 1994). The two World Wars, as well as the rise and fall of totalitarian regimes, such as Nazi Germany and the Soviet Union, disrupted the established balance of power and ushered in a new era of global governance and collective security.

The creation of international organizations, such as the League of Nations and the United Nations, marked a shift towards a more institutionalized and multilateral approach to diplomacy (Mazower, 2012). These organizations provided a platform for states to engage in collective decision-making, negotiate international agreements, and address issues that transcended national boundaries, such as human rights, economic development, and global health.

The rise of new nation-states, particularly in the developing world, also had a profound impact on the conduct of diplomacy. These newly formed states, many of which had emerged from the ashes of colonial empires, sought to assert their sovereignty, defend their national interests, and challenge the existing global order (Kissinger, 1994).

Diplomats from these states were often tasked with navigating the complex web of decolonization, nation-building, and North-South relations, which introduced new sources of tension and conflict into the international arena.

Furthermore, the 20th century witnessed the emergence of new diplomatic actors, such as non-governmental organizations (NGOs), transnational advocacy networks, and international courts and tribunals (Slaughter, 1997). These non-state actors began to play an increasingly influential role in shaping the agenda and outcomes of international negotiations, challenging the traditional state-centric model of diplomacy and introducing new modes of "soft power" and "global governance" into the realm of foreign affairs.

The two World Wars that defined much of the 20th century had a profound impact on the practice of diplomacy, both in terms of the strategies employed by states and the broader geopolitical and ideological contexts that shaped international relations.

The diplomacy leading up to the First World War was characterized by a complex web of alliances, arms races, and territorial disputes, as the great powers of Europe – Britain, France, Germany, Russia, and Austria-Hungary – jockeyed for position and sought to preserve their spheres of influence (Kissinger, 1994). The assassination of Archduke Franz Ferdinand in Sarajevo in 1914 triggered a series of events that ultimately led to the outbreak of the war, exposing the fragility of the existing international order and the limitations of traditional diplomacy in preventing large-scale conflict.

The post-war diplomacy of the Paris Peace Conference in 1919 was equally complex and contentious, as the victorious Allied powers sought to reshape the global landscape in the aftermath of the war (Kissinger, 1994). The resulting Treaty of Versailles, which imposed harsh terms on Germany, sowed the seeds of resentment and laid the groundwork for future tensions and conflicts.

The failure of the League of Nations, the interwar diplomacy of appeasement, and the eventual outbreak of the Second World War in 1939 further highlighted the shortcomings of the diplomatic approaches that had dominated the pre-war period (Kissinger, 1994). The diplomacy of the Second World War was characterized by a more pragmatic and utilitarian approach, as states sought to build coalitions, negotiate alliances, and coordinate military and economic strategies to defeat the Axis powers.

The post-war diplomacy of the Yalta and Potsdam Conferences, as well as the establishment of the United Nations, marked a shift towards a more institutionalized and multilateral approach to international relations (Mazower, 2012). However, the onset of the Cold War, which pitted the United States and its Western allies against the Soviet Union and the Eastern Bloc, introduced new sources of tension and conflict that would shape the diplomatic landscape for the remainder of the 20th century.

The Cold War, which lasted from the late 1940s to the early 1990s, was a defining feature of 20th-century diplomacy, as the United States and the Soviet Union engaged in a global struggle for political, economic, and ideological supremacy (Gaddis, 2005). This period was marked by a series of crises, proxy wars, and arms races, as the two superpowers sought to expand their spheres of influence and contain the perceived threat posed by their rival.

The diplomacy of the Cold War was characterized by a high degree of ideological and geopolitical polarization, as the United States and the Soviet Union sought to promote their respective visions of the international order (Gaddis, 2005). This competition manifested in various forms, including the development of nuclear weapons, the support of competing political and economic systems, and the use of covert operations and proxy conflicts to undermine each other's influence around the world. Despite the tensions and conflicts that defined the Cold War, diplomacy also played a crucial role in managing the risks of direct military confrontation between the two superpowers. The development of arms control agreements, such as the Strategic Arms Limitation Talks (SALT) and the Intermediate-Range Nuclear Forces (INF) Treaty, as well as the establishment of communication channels and crisis-management mechanisms, helped to prevent the escalation of tensions and reduce the risk of nuclear war (Gaddis, 2005).

The diplomacy of the Cold War also witnessed the emergence of new diplomatic actors and approaches, such as the Non-Aligned Movement, which sought to chart a middle course between the competing ideological and geopolitical blocs (Mazower, 2012). Diplomats from these non-aligned states played a crucial role in mediating conflicts, advocating for global development and decolonization, and introducing new perspectives and priorities into the international arena.

The end of the Cold War in the early 1990s ushered in a new era of international relations, characterized by the emergence of a unipolar world order under the dominance of the United States (Kissinger, 1994).

This shift in the global balance of power, as well as the rise of new transnational challenges, such as terrorism, climate change, and global health crises, required diplomats to adapt their strategies and approaches to the changing landscape of international affairs.

The post-Cold War era, characterized by the emergence of a unipolar world order under the dominance of the United States, presented both opportunities and challenges for the practice of diplomacy (Kissinger, 1994). On one hand, the absence of the ideological and geopolitical tensions that had defined the Cold War era created the potential for greater cooperation and consensus-building on a range of global issues.

and multilateral frameworks.

3.3 Diplomacy in the 21st century

The 21st century has ushered in a new era of diplomacy, one that is profoundly shaped by the rapid advancement and widespread adoption of digital technologies. The proliferation of X app formerly known as Twitter, the ubiquity of the internet, and the increasing interconnectedness of the global community have transformed the ways in which states, international organizations, and non-state actors engage in the practice of foreign relations and the conduct of diplomacy.

The digital age has fundamentally altered the landscape of diplomacy, introducing new tools, platforms, and modes of interaction that have significantly impacted the ways in which states and other actors engage in foreign relations (Bjola & Holmes, 2015). The rapid advancement and widespread adoption of digital technologies, such as social media, mobile communication, and big data analytics, have transformed the communication channels, information flows, and decision-making processes that underpin the practice of diplomacy.

One of the most significant impacts of the digital age on diplomacy has been the increased transparency and accessibility of diplomatic activities. The rise of social media platforms, such as Twitter and Facebook, has enabled diplomats and government officials to communicate directly with the public, bypassing traditional media outlets and the filters of journalistic gatekeeping (Manor, 2019). This has led to a greater level of transparency in diplomatic processes, as citizens and civil society organizations can now closely monitor and engage with the actions and statements of their representatives on the global stage.

Furthermore, the abundance of digital information and the ease of cross-border communication have contributed to the democratization of diplomacy, allowing a wider range of actors to participate in and influence the formulation and implementation of foreign policy (Bjola & Jiang, 2015). Non-governmental organizations (NGOs), advocacy groups, and even individual citizens can now leverage digital platforms to voice their concerns, mobilize support, and exert pressure on governments and international institutions.

The digital age has also transformed the ways in which diplomats and policymakers gather, analyze, and disseminate information. The proliferation of digital data, often referred to as "big data," has enabled more sophisticated forms of intelligence gathering, scenario planning, and decision support, allowing diplomats to make more informed and evidence-based choices (Miskimmon & O'Loughlin, 2017).

Additionally, the use of digital tools, such as virtual conferencing and online negotiation platforms, has facilitated more efficient and cost-effective modes of diplomatic engagement, particularly in the context of the COVID-19 pandemic (Bjola & Kornprobst, 2018). However, the digitalization of diplomacy has also introduced a range of challenges and risks that diplomats and policymakers must navigate. The spread of misinformation and "fake news" on X app formerly known as Twitter, for instance, can undermine the credibility and legitimacy of diplomatic actors, complicating efforts to build trust and consensus in the international arena (Bjola & Manor, 2018). Additionally, the increased vulnerability of digital infrastructure to cyber threats, such as hacking and data breaches, has heightened concerns about the security and confidentiality of diplomatic communications and negotiations.

The digital age has also profoundly shaped the dynamics of power and influence in the international arena, challenging the traditional state-centric model of diplomacy and introducing new sources of leverage and authority (Miskimmon & O'Loughlin, 2017).

One of the most significant developments is the rise of non-state actors, such as multinational corporations, NGOs, and transnational advocacy networks, which have leveraged digital technologies to amplify their voices, mobilize constituencies, and directly engage with policymakers and diplomats (Bjola & Jiang, 2015). These non-state actors have become increasingly influential in shaping the global agenda, setting norms, and exerting pressure on governments and international institutions to adopt policies that align with their interests and priorities.

Moreover, the democratization of information and communication technologies has empowered individual citizens and civil society groups to play a more active role in the conduct of diplomacy (Manor, 2019). Through social media and other digital platforms, ordinary citizens can now influence public discourse, mobilize collective action, and even directly engage with diplomatic actors, challenging the traditional monopoly of states over the conduct of foreign relations.

This shift in the dynamics of power and influence has also been driven by the emergence of new global powers, such as China and India, which have utilized digital technologies to project their influence and challenge the dominance of traditional Western-led institutions and alliances (Kupchan, 2012). Chinese diplomats, for instance, have been actively engaged in leveraging social media platforms, such as Twitter and WeChat, to disseminate their narrative, counter Western criticisms, and cultivate a more favorable international image (Jiang, 2016). Furthermore, the digital age has enabled the rise of transnational networks and movements that transcend national boundaries, such as the anti-globalization movement and the climate change activism,

which have disrupted traditional diplomatic processes and introduced new sources of political and social upheaval (Miskimmon & O'Loughlin, 2017). Diplomats have been increasingly required to engage with these non-state actors and incorporate their perspectives and demands into the formulation and implementation of foreign policy.

Effects of X Social Media (Former Twitter) on 21st Century Diplomacy

In the 21st century, the rapid proliferation and widespread adoption of social media platforms have profoundly influenced the practice of diplomacy worldwide.

These digital tools have transformed the ways in which states, international organizations, and non-state actors engage in foreign relations, introducing both challenges and opportunities for diplomatic actors (Bjola & Jiang, 2015). Understanding the impact of social media on contemporary diplomacy is crucial for navigating the complex and ever-evolving landscape of international affairs.

One of the most significant impacts of social media on contemporary diplomacy has been the democratization of diplomatic processes, enabling a wider range of actors to participate in and influence the conduct of foreign relations (Manor, 2019). Prior to the digital age, diplomacy was largely the domain of state actors, with governments and their designated representatives monopolizing the channels of communication and decision-making in the international arena.

However, the rise of social media platforms, such as Twitter has empowered a diverse array of non-state actors, including civil society organizations, advocacy groups, and even individual citizens, to engage directly with diplomatic institutions and influence the formulation and implementation of foreign policy (Bjola & Jiang, 2015). These digital platforms have provided a highly accessible and interactive means for these non-state actors to voice their concerns, share information, and mobilize support around a range of global issues.

For example, during the 2011 Arab Spring uprisings, social media platforms played a crucial role in enabling citizens to organize protests, disseminate information, and challenge the authoritarian regimes in power (Aouragh & Alexander, 2011). This digital activism, in turn, compelled diplomatic actors, both domestically and internationally, to reckon with the demands and grievances of these grassroots movements, ultimately shaping the diplomatic responses to the unfolding events in the region.

Similarly, the global climate change movement, spearheaded by organizations like Fridays for Future and Extinction Rebellion, has leveraged social media to raise awareness, coordinate transnational mobilization, and exert pressure on governments and international institutions to take more ambitious action on environmental protection (Seegerberg & Bennett, 2011). This digital advocacy has challenged the traditional state-centric model of diplomacy, requiring diplomats to engage with these non-state actors and incorporate their perspectives into the policymaking process.

The democratization of diplomacy facilitated by social media has also enabled greater transparency and accountability in the conduct of foreign relations. By providing platforms for direct communication between diplomatic actors and the public, social media has increased the visibility and scrutiny of diplomatic activities, making it more difficult for states to engage in opaque or unilateral decision-making (Manor, 2019). This heightened transparency can, in turn, enhance the legitimacy of diplomatic institutions and processes, as citizens and civil society organizations can more effectively monitor and engage with their government's foreign policy initiatives. However, the democratization of diplomacy brought about by social media has also introduced new challenges and risks. The ease with which information can be shared and opinions can be expressed on these digital platforms has contributed to the proliferation of misinformation, "fake news," and partisan narratives that can undermine the credibility and authority of diplomatic actors (Bjola & Manor, 2018). Diplomats must navigate this complex and often volatile information landscape, developing strategies to counter the spread of disinformation and preserve the integrity of their diplomatic communications.

Potential Advantages Connected to the Use of X App formerly known as Twitter in Diplomatic Efforts

In the 21st century, the rapid proliferation and widespread adoption of social media platforms have profoundly influenced the practice of diplomacy worldwide. While the impact of social media on diplomatic efforts has been multifaceted, there are both challenges and opportunities.

Social media platforms, such as Twitter have transformed the ways in which states, international organizations, and non-state actors engage in foreign relations, enabling new modes of communication, information-sharing, and stakeholder engagement (Bjola & Holmes, 2015). By leveraging the capabilities of these digital technologies, diplomatic actors can potentially enhance their ability to project influence, build relationships, and advance their foreign policy objectives on the global stage.

One of the primary advantages of using social media such as X app formerly known as Twitter in diplomatic efforts is the potential to democratize the practice of diplomacy, enabling a wider range of actors to participate in and influence the conduct of foreign relations (Manor, 2019). Prior to the digital age, diplomacy was largely the domain of state actors, with governments and their designated representatives monopolizing the channels of communication and decision-making in the international arena. However, the rise of social media platforms has empowered a diverse array of non-state actors, including civil society organizations, advocacy groups,

and even individual citizens, to engage directly with diplomatic institutions and influence the formulation and implementation of foreign policy (Bjola & Jiang, 2015).

Through these digital platforms, non-state actors can voice their concerns, share information, and mobilize support around a range of global issues, effectively bypassing the traditional state-centric model of diplomacy. This heightened accessibility and interactivity can enhance the transparency and accountability of diplomatic processes, as citizens and civil society organizations can more effectively monitor and engage with their government's foreign policy initiatives (Manor, 2019). For example, during the 2011 Arab Spring uprisings, social media platforms played a crucial role in enabling citizens to organize protests, disseminate information, and challenge the authoritarian regimes in power (Aouragh & Alexander, 2011). This digital activism, in turn, compelled diplomatic actors, both domestically and internationally, to reckon with the demands and grievances of these grassroots movements, ultimately shaping the diplomatic responses to the unfolding events in the region.

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By enabling a more inclusive and participatory approach to diplomacy, social media can potentially enhance the legitimacy and effectiveness of diplomatic efforts, as a wider range of stakeholders are given a voice in the conduct of foreign relations. This democratization can foster greater trust and cooperation between diplomatic actors and the broader public, ultimately strengthening the ability of states and international organizations to address complex global challenges.

Another key advantage of using social media such as X app formerly known as Twitter in diplomatic efforts is the potential to amplify messaging and increase the global reach and influence of diplomatic actors (Cull, 2013). Social media platforms provide diplomatic actors with highly accessible and interactive channels for disseminating information, sharing narratives, and engaging with diverse audiences around the world. By leveraging the viral nature and expansive networks of these digital platforms, diplomats and policymakers can more effectively project their country's policies, values, and interests on the global stage, potentially shaping public opinion and influencing the foreign policy agendas of other states.

For instance, the U.S. Department of State has invested heavily in its digital diplomacy initiatives, establishing a dedicated Office of Digital Engagement and utilizing platforms like Twitter, Facebook, and Instagram to communicate directly with global audiences, promote American values and interests, and respond to emerging crises and events (Cull, 2013). This public diplomacy approach has been designed to complement and strengthen traditional diplomatic channels, as the U.S. government seeks to amplify its messaging and engage more effectively with diverse stakeholders in the digital age.

Similarly, international organizations, such as the United Nations and the European Union, have also embraced social media as a means of enhancing their public diplomacy efforts, using these digital platforms to raise awareness, mobilize support, and engage with a wider range of constituents on global issues (Bjola & Jiang, 2015). This digital engagement has become particularly crucial during times of crisis, such as the COVID-19 pandemic, when international organizations have leveraged social media to disseminate vital information, coordinate relief efforts, and counter the spread of misinformation.

By amplifying their messaging and influence through social media, diplomatic actors can potentially gain a strategic advantage in the international arena, shaping the global narrative, building coalitions, and mobilizing support for their foreign policy priorities. This digital diplomacy can be a powerful tool in the arsenal of states and international organizations seeking to project their voice and assert their interests on the global stage.

Potential Difficulties Connected To The Use Of X App (formerly known as Twitter) In Diplomatic Efforts

In the 21st century, social media such as X app formerly known as Twitter has become an integral part of modern society, permeating nearly every aspect of personal and professional life. The rise of social media platforms, such as Twitter, Facebook, and Instagram, has transformed the way individuals communicate, share information, and engage with one another (Bjola & Holmes, 2015). This technological revolution has also had a significant impact on the field of diplomacy, as governments and international organizations increasingly utilize social media to connect with global audiences, disseminate information, and manage diplomatic relations (Manor & Crilley, 2018). While the potential benefits of using social media in diplomatic efforts are well-documented, there are also various challenges and difficulties that must be navigated by diplomatic actors (Auer, 2011).

One of the primary challenges faced by diplomatic actors in the social media age is the difficulty of maintaining control over the messaging and narrative surrounding their activities and policies (Bjola & Pamment, 2016).

Traditional diplomatic communication, which often involved carefully crafted press releases and tightly controlled media interactions, has been disrupted by the rise of social media, where information can spread rapidly and with limited oversight (Crisley & Manor, 2018).

Social media platforms like X app formerly known as Twitter provide a direct channel for diplomatic actors to communicate with global audiences, bypassing traditional media gatekeepers. However, this increased accessibility and transparency can also lead to a loss of control over the message, as diplomatic actors may find themselves subject to increased scrutiny, criticism, and public debate (Bjola & Jiang, 2015). The speed and spontaneity of social media communication can make it challenging for diplomatic actors to anticipate and respond to emerging narratives, potentially leading to the spread of misinformation, misunderstandings, or even diplomatic crises (Zatepilina-Monacell, 2015).

Moreover, the anonymity and open nature of social media can make it difficult for diplomatic actors to verify the authenticity and credibility of the information they encounter, which can undermine the trust and legitimacy of their own messaging (Bjola & Pamment, 2016). As Zatepilina-Monacell (2015) notes, "the multiplicity of voices on social media can make it challenging for diplomatic actors to establish their own credibility and authenticity, as they compete with a variety of other actors, including non-state entities, advocacy groups, and even individual citizens" (p. 228).

To address these challenges, diplomatic actors have had to develop new strategies and skills for managing their messaging and maintaining control over the narrative on social media (Manor & Crilley, 2018). This may involve the use of dedicated social media teams, the implementation of rigorous fact-checking and content moderation procedures, and the cultivation of strategic partnerships with influential social media users and opinion leaders (Bjola & Jiang, 2015). However, even with these measures in place, the inherent unpredictability and volatility of social media can make it difficult for diplomatic actors to maintain a consistent and coherent narrative, potentially undermining their ability to effectively communicate their positions and policies to global audiences (Crisley & Manor, 2018).

Another significant challenge associated with the use of social media in diplomatic efforts is the impact on public diplomacy and the ability of diplomatic actors to engage with global audiences (Bjola & Holmes, 2015). Traditional public diplomacy, which often involved the dissemination of information through state-controlled media channels and the organization of cultural exchange programs, has been transformed by the rise of social media (Manor & Crilley, 2018).

Social media platforms have enabled diplomatic actors to engage directly with citizens and civil society organizations around the world, providing new opportunities for public diplomacy and citizen engagement (Zatepilina-Monacell, 2015).

However, this increased engagement can also present challenges, as diplomatic actors must navigate the complex dynamics of online interactions, respond to rapidly changing public sentiments, and manage the expectations of diverse stakeholders (Bjola & Pamment, 2016).

For example, diplomatic actors may face pressure to respond to public criticism or engage in real-time dialogues on social media, which can be time-consuming and potentially risky if not handled carefully (Crisley & Manor, 2018). Moreover, the ability of citizens and non-state actors to participate in public diplomacy efforts through social media can challenge the traditional state-centric model of diplomacy, potentially leading to a more fragmented and decentralized approach to international relations (Manor & Crisley, 2018). To overcome these challenges, diplomatic actors have had to develop new strategies for public diplomacy, including the use of social media influencers, the creation of interactive online content, and the cultivation of strategic partnerships with civil society organizations (Bjola & Jiang, 2015). However, the success of these strategies largely depends on the ability of diplomatic actors to understand and adapt to the constantly evolving social media landscape, as well as their willingness to engage in more open and transparent forms of communication (Zatepilina-Monacell, 2015).

Conclusion

The rise of social media has profoundly disrupted the practice of diplomacy, reshaping how nations engage with each other and navigate the complex geopolitical landscape. Social media platforms have empowered individuals, activists, and non-state actors to directly influence foreign policy debates and international negotiations in ways that were unimaginable just a decade ago.

Governments and diplomatic corps have had to adapt to this new reality by developing digital diplomacy strategies, enhancing their social media presence, and grappling with the challenges posed by the rapid spread of information and misinformation online. The blurring of the line between domestic and foreign policy, as well as the heightened role of public opinion mediated through social media, have introduced new complexities and constraints for policymakers.

While the rise of social media diplomacy presents significant disruptions and risks, it also offers new opportunities for countries to engage with global audiences, build coalitions, and advance their national interests. Effective digital diplomacy will be essential for nations to thrive in the 21st century international system.

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