



# Usage of digital campaigns in international relations and international negotiations

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## **Executive summary**

Digital campaigns are an inseparable part of every successful commercial company in today's world. However, all the tools that marketers are using for commercial companies are starting to migrate to the field of international relations. Digital marketing campaigns are transforming regular diplomacy and negotiations into digital diplomacy. Many countries and leaders around the world are incorporating the use of such campaigns to promote their ideas and influence to their regions, to other nations and to the world in general. Such tools as social media, digital technologies and online communication are taking a new shape in international relations and negotiations. They are becoming a powerful device when it comes to helping countries to spread their diplomacy around the world. This text will analyze how nations around the world are using digital campaigns in international relations and negotiations. Concrete examples of successes and failures will be shown. It will help to understand what works, what does not and what has to be changed for the future. Many ideas related to the use of digital diplomacy in international relations will be discussed. Possibilities for improvements will also be presented as there is still a lot to be learned in this very new field.

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## **1. Contextual background**

### **1.1: Rise of digital technologies**

The rise of digital technology has very much affected how communication is done between individuals and countries. It is now possible to write a message to someone and have it delivered instantly to a mobile device that everyone of us is carrying all day long. This means that we can reach anyone, anywhere in just a few seconds. To add on top of that, it is now also possible to have a high quality live video conversation with a person or a group of people that can be scattered all around the world. This real-time communication that sees no borders was something out of a science fiction movie some 40-50 years ago. Yet we as humans, were able to cross that threshold. (Hilbert, 2020)

The rise of social media as a means of communication also brought a revolution into how people are getting in touch with one another. Facebook and other social media tools like Instagram, LinkedIn or Twitter/X are very often used for simple communication, but also for making business deals. (Hilbert, 2020)

With globalization, the world is becoming smaller and smaller. Even the language barriers in communication can now be solved with automatic translations and many more tools such as real-time transcription. The barriers of the past are being shattered and we are entering a new world of communication that will only be evolving as time advances. More and more fields around the world are experiencing digital transformation. (Skare & Riberio Soriano, 2021)

### **1.2: International relations and diplomacy**

International relations is one of the fields that is changing and adapting to new realities very quickly. With new tools being available to nations every day, the strategies on the international arena are also changing and evolving. What was difficult to do in the past, can be done very rapidly today. For example, if a country holds an election and a new leader comes to power, people get this information in real-time as quick as the candidates themselves. Tools such as Instagram, YouTube and Facebook, are becoming important vehicles for countries in their international relations and negotiations with other nations. If, for example, we take the

Facebook page of the embassy of Malaysia (*Annexe 1*), we can see how official meetings and functions are being presented there. In the past, diplomats would not even imagine having such an opening to the world. (Westcott, 2008)

Nations can now also create a brand for themselves, which is aimed to attract more attention and give countries more influence and importance on the world stage. As companies are in competition to create a better brand image to attract customers, countries are doing the same. They aim to attract more visibility and gain influence. This only became possible with the digital shift that the world is experiencing due to the rise of new technologies. (Rashica, 2018)

### **1.3: Importance of digital marketing in international relations**

Digital technologies are integrated in every aspect of our lives. It is now very hard to see a person not using digital technology for communication, work or family related issues. For marketers, it is becoming more and more easy to reach people with their messages. Whether you want it or not, you will be subjected to information being directed at you. Never in history has it been so easy to reach people in every small corner of the planet. (Verrekia, 2017)

As in digital marketing, where small companies can use the same tools as the big firms for their digital campaigns, the same applies to international relations. It creates the possibility for countries with a very small budget and an undeveloped economy to be as competitive in international relations as bigger countries. This topic is very important and will be addressed more closely later in this analysis. Among other important topics that will be discussed are: crisis communication, influencer diplomacy, nation branding, digital negotiation and much more. (Verrekia, 2017)

### **1.4: Why study this topic?**

Digital marketing is the reason for the success or the failure of many companies. Being able to correctly talk to customers is a science and also an art. Something that has worked a year ago, might not have the same effect today. (Desai, 2019)

This paper will be connecting digital marketing and international relations. Negotiations being part of international relations will also be discussed. As time is advancing, the influence and the usage of digital marketing in international relations and international negotiations is becoming more and more important. It is now very hard to imagine a country that is not using, to some extent, the tools used by professionals working in digital marketing. At the same time, a country that is not using those tools can very quickly lose its influence and have a weaker position on the international arena. (Benaicha, 2024)

### **1.5: Problem statement**

The question that we have to ask ourselves is: what is the impact of digital campaigns on international relations and international negotiations? This research will address the question of how the use of digital campaigns is reshaping the world of international relations. Every country has different resources and different goals, but the objective to influence others remains the same. (Benaicha, 2024)

Every state has its own views on society, religion and how the world should work.

Unfortunately, these views sometimes come into conflict, which can lead to war. This is exactly where international relations and negotiations come in. It helps the countries around the world to exercise their will on others without having to wage wars. By making alliances and pacts with others, nations can boost their potential and their influence on the outside world. Furthermore, digital marketing comes as a big help to governments around the world, but it can also carry its risks. For this reason, advantages and disadvantages of the use of digital campaigns must also be discussed. (Verrekia, 2017)

Countries and governments are jumping on the bandwagon of using digital campaigns in their international relations. For this reason, it will also be important to decide if the changes in international relations made by the use of digital marketing are permanent. Maybe, as time will pass, countries will stop using digital campaigns and will come back to the roots of diplomacy. On the other hand, the use of digital diplomacy in international relations may grow into something even bigger. (Ong & al, 2025)

## **2. Literature review**

We will start by examining the key concepts of digital marketing. These concepts are SEO, social media, branding, influencer marketing, content strategy and web analytics. These concepts were selected because they are the most used when we mention digital diplomacy. They are the ones that fuel the digital campaigns of countries and foreign ministries. We will then pass to analyze the key frameworks of international relations. Subjects such as public diplomacy, strategic communication, constructivism, liberalism, soft power and geopolitics will be discussed. To address our question regarding the importance of the usage of digital campaigns in international relations, understanding these concepts is very important. They are behind every international policy of states around the world. (Ong & al, 2025) To continue, the intersection of digital marketing and international relations will be examined. The analysis will focus on how the two worlds are blending, how important are digital campaigns in international relations and what is the future of digital diplomacy. Finally, several real-world case studies from the field of digital diplomacy will be presented to demonstrate how digital campaigns are reshaping the world of international relations and international negotiations.

### **Key concepts of digital marketing:**

#### **2.1: SEO**

In digital marketing, SEO (Search Engine Optimization) is a very important tool as it determines how visible a certain website is when it is searched for on Google. The purpose here is to rank the website as high as possible in the search results in order to make products more visible to clients. In parallel, this website can also advertise other items. In digital diplomacy, having your embassy news rank high can give a good advantage over other embassies. (Search Engine Land, 2025)

SEO is an investment that every company must make. That includes the use of right keywords, regular publishing of new content and the crawlability of the website. All that will have a considerable effect on the ranking of the website in the search results. It is also very important to note that these results are organic, meaning that the company is not buying ads from

Google, which can be very expensive. Of course, some time must be invested to have results, but this investment will surely pay out later when the website will generate more traffic. Therefore, to make a website more popular and to be able to attract more new visitors, a good SEO strategy is a must. (Search Engine Land, 2025)

## **2.2: Social media**

Social media is perhaps one of the biggest pillars of digital marketing. There are many platforms available. Among the most popular ones are Facebook, Instagram, LinkedIn, Twitter/X and YouTube. In today's world, more and more people are daily users of social media. Sometimes, people are even using more than one social media platform at the same time. For this reason, social media has become a gold mine for digital marketers. (Lara, 2024)

Social media has a great advantage of helping companies to engage with their customers and to help build strong relationships. Also, it is important to note that there is a two-way communication. A fast and quick interaction between the brand and the customer is possible, which helps to bring customers even closer to the company. By growing its followers, a company can engage their customers more personally, with some of them becoming avid brand supporters. In digital diplomacy this is also a key factor. (Lara, 2024)

All that is possible with the tools that social media gives us. All in all, a brand can choose what is the best way to approach their customer base. Finally, in social media brands have the possibility to advertise their products and to target the exact group of people that is needed based on interests and demographics. (Lara, 2024)

## **2.3: Branding**

Every company wants to be unique and different from others. With the help of branding, digital marketers are able to achieve that. Every company can create a truly unique style for itself when it comes to colors, design, mission, values and logos. For this reason, consistency is important. Companies try to have the same style on their website and on their Facebook page,

for example. A good digital strategy on social media will, without doubt, help to the growth of the brand online. As we saw before, with all the advantages that social media gives the field of digital marketing, it is one of the best tools to promote a brand. (Rocheffort & Ndlovu, 2024)

Companies look to create and grow their online reputation as well as the trust in their brand. In order to do so, companies always try to be authentic and transparent about what they do and how they do it. Also, to boost authenticity, it is possible to have third-party endorsements and partnerships with other brands. This can be a win-win situation for all brands that are involved in that particular campaign. (Rocheffort & Ndlovu, 2024)

Some other aspects that play a big role in brand building online is the customer experience and personalization. For example, when a customer accesses a website that is easy to understand and to navigate, they will naturally gravitate to this company. In real-life we can compare this to when a store that is clean and easy to walk around, as opposed to another which has dirty floors, broken lights and where the products are never on the correct spot. (Rocheffort & Ndlovu, 2024)

#### **2.4: Influencer marketing**

Influencer marketing became an important tool with the popularity and the rise of social media. Of course, the fact that Internet reaches almost every person in the world played a big role in this, as more people were able to access social media platforms. An influencer is someone who is followed anywhere from a small to very large number of people. This person typically has the trust and credibility of his followers to make recommendations based on the category and the topic of his social media page. There is an influencer for practically every subject available. The task of every company is to of course choose the person who will best represent their product in order to have the biggest effect on sales and the market share. Companies will typically choose someone who is in the same target audience as their clients to be able to have the biggest reach. (Digital media marketing, 2025)

With all the information, the publicity, the products and the brands available, people view the influencers as a more neutral source that can be trusted. Of course, it is rare that influencers talk about a product for free, there is often a price tag for that. However, on a psychological level, it gives consumers another voice other than the usual advertisements that they see. This is something that we will also discuss later in regards to international relations. (Shewan, 2023)

## **2.5: Content strategy**

Content strategy is how a company is presenting the information about their product to their clients. Here everything counts: how something is written, what images are used and what colors are on the website. A company needs to create content that will be interesting for people to view and easy to consume. For this reason, a clear strategy must be defined. (Kaley, 2022)

Companies need to take great care to generate the right content at the right time for their clients. For example, outdated information on social media or on a website will typically show that the company has no interest in communicating with its customers. This will, most likely, bring a bad reaction from consumers and a drop in sales. (Kaley, 2022)

On the other hand, a social media page or a website that is always up to date with interesting information and attractive pictures will generate a bigger audience and a bigger follower base. That will ultimately help a business to have more influence on people and therefore sell more of its services or products. As we will see later, that is also very valuable in digital diplomacy. (Kaley, 2022)

It is also crucial to have a content strategy that is consistent on different social media channels that a company uses. For example, an interesting story on a website can lead to a video on YouTube and then to an Instagram page where users talk about their experience. (Kaley, 2022)

## **2.6: Web analytics**

Analyzing the information about the traffic of a website is very important for every company. With web analytics different tools such as GA4 (Google Analytics 4), the marketing department can have closer view on how, when and where a customer accessed a website. The ultimate goal is to be able to create the best experience possible for people when they are visiting your website. (Gandhi, 2024)

Web analytics also gives us the ability to understand the people that are visiting a website. For example, we can see how much time they spend on a given page. If a lot of people are leaving the website from the same page without finishing a purchase, we can take a closer look at that page. Perhaps there is an issue with usability that needs to be solved. (Gandhi, 2024)

## **3. Key frameworks of international relations**

To continue our analysis, let's examine the key frameworks of international relations, by starting with public diplomacy. After part 3 (Key frameworks), we will start to connect the dots in the fourth part of our analysis. There we will see how international relations and digital marketing are blending.

### **3.1: Public diplomacy**

This method of diplomacy gives a country the possibility to communicate directly with the population of another country. With public diplomacy, there is a bigger possibility to have an influence on a country as a whole by directly having contact with the population. This can greatly help a nation to have more influence over a certain country. (Rodríguez Vega, 2021)

Public diplomacy can be used for several reasons. One of them would be to correct the misconceptions that people might have about your country in a certain part of the world. Of course, not everything happens overnight. In most cases some time needs to be invested in order for public diplomacy to work. (Rodríguez Vega, 2021)

There are many different ways with which public diplomacy can be conducted. There are more traditional ways like offering grants to students to be able to study in your country. Also, new ways of making public diplomacy work even better, such as social media and digital campaigns. This will be discussed in length as we advance in our analysis. An important factor of public diplomacy that can be mentioned is the presence of a dialogue. It is the two-way communication that will make public diplomacy work. (Rodríguez Vega, 2021)

### **3.2: Strategic communication**

Every state has its own foreign political agenda that aligns with specific goals. The way that a certain message is delivered can make an international relations campaign successful or not. The strategy that a given country chooses to communicate on the world stage is very important and must be well defined. This will ultimately help the state to achieve a greater influence in its region and the world. (Michelsen & Colley, 2019)

A good narrative is also expected from a good strategic communication campaign. For example, real-life stories that are really impactful can be shared within the population of a certain country to influence the country and its leadership to act according to the needs of the country that initiates the communication campaign. (Gordeladze & Molodini, 2021)

Of course, in today's world, engaging the audience with the help of digital tools can play a big role in strategic communication. Never before, diplomats had so many tools at their disposal. (Michelsen & Colley, 2019)

### **3.3: Constructivism**

Constructivism in the realm of international relations is the notion of how countries see themselves in the world compared to other nations. This means that a country is, for example, doing something not only for the money or the power, but because they believe that that is the right action to do. If a country sees itself as a nation that has the highest standards of values, it

will try to make others believe that those values are the best way forward. As we will see next with liberalism and soft power, today's reality in diplomacy with all the technological advancements is the perfect place for countries to move their agenda forward. (Lee, 2025)

Human norms and values are also very important in constructivism. Countries are building relationships with others based on that. The world is constantly evolving and the interactions between countries are also evolving. Structures become flexible and countries have the opportunity to construct new interactions with others countries that will help them to achieve a certain goal on the world stage. (Lee, 2025)

### **3.4: Liberalism**

Liberalism is very important in modern politics. It is a political ideology that is centered around individual freedom, democracy, the rule of law and market economy. We will see later how digital diplomacy can be powerful tool for states that are following the doctrine of liberalism. (Gaus et al., 2021)

In modern diplomacy it is very hard to hide something from the public. When a piece of even sensitive information hits the internet, we can be sure that the whole world will be aware of it very quickly. This can give more power to people in a given country to keep its government in check. In the realm of diplomacy, this gives countries an opportunity to influence foreign government to make sure that the countries are following the needed line of conduct. This of course, transforms itself into soft power, which we will discuss next. However, everything in this case starts with liberalism. (Gaus et al., 2021)

### **3.5: Soft power**

Soft power is the new most favored tool for countries to try to influence others and, at the same time, minimize costs and make actions more effective. In the past, the usual way of a country to make another country do something was with ultimatums, threats or war. However,

with the emergence of new technologies and the use of the Internet, countries started to have more tools at their disposal. As we saw, in the previous section of Liberalism, countries can use the fact that regular people are becoming more powerful to expand the opportunities of soft power and influence other nations. Some examples of soft power can be aid programs that countries are organizing abroad. (Chung, 2011)

With soft power there is no physical involvement like war. Also, the effects of soft power will be much more long lasting than the effects of an invasion. If a country invades another, it's hard to change the minds of the people to be favorable to the new rule. On the other hand, with soft power a country can have the power of attraction on others for generations to come. (Chung, 2011)

### **3.6: Geopolitics**

The physical position of every country in the world is very important in regards to their strategy on international relations. First of all, nations want to exercise power and influence in their region. With time, as their sphere of influence is growing, countries will try to expand their influence to other regions and parts of the world. Every country competes with other nations for more power and influence on the world stage in international relations. Even neighbouring countries from the same block will compete inside the block. (Flint, 2024)

Geopolitics also plays a big role in alliances between countries from different continents. This can help nations to exercise their influence and power in other locations in the world. For example, the United States allies itself with Taiwan to have more influence in Asia. This will, of course, lead to competition on the international front between China and the United States. Both of these super-powers will try to influence as many countries and territories as possible in the world to guarantee their future and growth. (Flint, 2024)

## **4. Intersection of digital marketing and international relations**

After reviewing the most important concepts of digital diplomacy and international relations, let's now get to the core of our analysis and see how they connect to produce the concept of digital diplomacy. We will see in this 4<sup>th</sup> part how important the usage of digital campaigns in digital diplomacy really is. After this section, real-life case studies will be presented in section 5 to have a deeper understanding of the importance of digital campaigns in international relations.

### **4.1: Evolution of diplomacy**

International relations and international negotiations have been part of humanity since the beginning of time. As soon as states started to form, there was a need to have contact with outside world. This was done with the help of diplomacy. International relations is something that was widely used by many well-known leaders. Caesar, for example, during his invasion of Gaul, was always in communication with different tribes to advance his agenda. Since his army was not big enough to fight on all fronts, he had to negotiate peace with different tribes and influence others with the use of international relations. Meetings, letters and envoys were the main tools of international relations at that time. (Caesar, 2021) More or less the same format was kept for more than 2000 years. When peace had to be negotiated, countries would have to rely on the same methods. (Hilbert, 2020)

However, just recently, a new variable was added to the already complicated equation of international relations and international negotiations. That variable is digital marketing. Countries and leaders are turning to the same tools that commercial companies use. For example, Narendra Modi, the Prime Minister of India is actively using platforms like Facebook to influence other countries and to promote the image of India worldwide. In fact, he has more than 100 000 subscribers to his page. As we can see, something that was only used by teenagers some 15 years ago, is now a very important and powerful tool for a behemoth country like India. (Ong & al, 2025)

In today's world, a world leader meeting with another head of state must be at all times informed of what his counter-part has shared on the digital stage. This of course was something unimaginable some 30 years ago. When President Bill Clinton was going on a world trip, he (or his team), did not have to monitor social media, for example. Today, however, this is imperative. Let's take for example President Donald Trump who is actively using Twitter to let the world know what is on his mind. With that information, many countries around the world are planning their own future actions. (Ong & al, 2025)

#### **4.2: Social media**

With the digitalization of everything around us, the delivery speed of information has changed dramatically. With the help of various tools like social media, governments and political leaders can react very quickly to any particular situation. (Fong, 2024)

For example, when the new Pope was elected in May of 2025, many world leaders were very quick to react and to congratulate Pope Leo XIV. Volodymyr Zelensky was among the first to do it in Twitter/X. This way, he made sure that people around the world would remember that Ukraine is still fighting a war against Russia, since his message was all over the news. The speed of the delivery of such messages in social media can help Ukraine in three ways. First of all, it shows the Vatican the respect from Ukraine. Second, as we mentioned, it reminds people that the war in Ukraine is still an important subject. Thirdly, it helps to put the people who respect the pope as their leader on the side of Volodymyr Zelensky and Ukraine. In this case, this is almost 1.4 billion of people from around the world, which is a number that definitely should not be taken lightly. (Fox, 2025)

To continue with the subject of the election of Pope Leo XIV, we can also mention Donald Trump, who was also very quick to send the congratulations message. The value of such a message is crucial. Donald Trump, who has lately taken a more aggressive approach against a lot of countries in the world, is also trying to get as much support from the world as he can. (Fox, 2024)

In both of these examples, we can see that the speed with which the message of congratulations was sent is a very important factor. It is hard to mention another media of communication other than social media that can equal that speed of delivery. Companies and marketing professionals know that of course, this is how they are able to sell to their consumers. Governments and countries around the world are also starting to understand the enormous power behind social media. In our world, there are so many news and events that if governments don't act fast to communicate a certain message, it will soon become obsolete and the goal of reaching people quickly will of course not be achieved. (Fong, 2024)

#### **4.3: Digital propaganda**

The digitalization of international relations has many good aspects. However, there is always a negative side. We can, for example, mention the digitalization of propaganda. World leaders can easily sway the minds of the people by sharing false narratives about a certain aspect with the help of social media or other digital marketing tools. This is a very big threat to international relations. For example, we can note the use of digital campaigns by ISIS when they were rising to power. With the help of digital marketing and online campaigns in social media, they were able to brain wash regular people to fight for them by portraying the Islamic State as something that will bring a lot of good. In reality, we all know that that was not the case. It was a brutal regime based on oppression and persecution. However, they had relative success in recruiting people from around the world to join their ranks. Even people from North America and Europe who grew up with western values were sometimes lured into this trap by ISIS. (Rashica, 2018)

Big companies can be very successful when it comes to turning their clients and followers into a cult. Research have shown that multinational companies like Apple are successfully using marketing to turn customers to true believers and followers of their brand. (Atkin, 2004)

However, in the case of digital propaganda, this can lead to far more disastrous and dangerous outcomes. Political entities and states can have a lot of power on their own people or citizens from other countries. This can easily lead to civil conflicts and wars. (Rashica, 2018)

#### **4.4: Use of influencers in international relations**

As we all know, the use of influencers to sell goods and to promote the image of different companies is widely used in marketing campaigns all around the world. Some influencers are followed by millions of people. Large companies use a big part of their marketing budget in order to influence their clients through such channels. Even the smallest firms resort to micro-influencers when they aim to get more sales and a bigger market share. (Hall, 2025)

As with other tools from digital marketing, countries and global entities are resorting to the use of influencers to promote their agenda and to influence as many people as possible. We can talk here about Angelina Jolie who is a Special UN envoy on the matter of humans rights and refugee policy. She often visits countries around the world to promote human rights and peace and this aligns perfectly with the views of her home country, the United States. For example, she has visited Ukraine after a hospital was hit by a bomb to make the world see the atrocities of the war in which Ukraine is suffering from Russian attacks. As the United States and the UN are looking for a way to end the conflict between Ukraine and Russia, her actions play a very important role in the foreign policy agenda of the United States. The use of influencers like Angelina Jolie can help people to be convinced that a certain path of action would be the best solution possible. People tend to see her more as a regular person and some might have more trust in her than in a representative of a certain country, for example. By supporting influencers that are actors or actresses, different states are trying to get as many people as possible to support their agenda. (Patterson, 2022)

Another example is Greta Thunberg, who is a young advocate for climate change. Many countries around the world that are trying to respect the environmental norms are having a hard time to convince their partners to do the same. In this case, the European countries used an influencer in the field of the climate protection, who is Greta Thunberg, to influence the American public. It had a very positive effect as Greta Thunberg was invited to meet and talk to many celebrities including Arnold Schwarzenegger, the former governor of the state of California. As we can see, influencers are used in the same way in the world of business and the world of international relations. (Heidrich & Nakonieczna-Bartosiewicz, 2021)

#### **4.5: Soft power, hard power & digital diplomacy**

A very important advantage when we speak about digital campaigns in the field of international relations is the ability of countries to use soft power instead of hard power to influence other nations. In order to do so, states try to influence directly the population of the target country. For example, in order to remove an enemy from leadership. In that case, the discontent for the government will seem to come from within, when in reality it originated outside the country. This can lead to protests and a possible revolution that in the end could achieve the final goal of removing the leader from our example. (Benaicha, 2024)

As we can see, soft power is of course the way that countries prefer to act nowadays. By using digital campaigns, it is possible to save a lot of money and a lot of time. The digitalization of our world gives this possibility to countries and it is becoming a very important tool on the arena of international relations and negotiations. (Benaicha, 2024)

#### **4.6: Importance of education and training**

As the world of diplomacy is evolving, countries must also invest heavily in education and the training of their diplomats. A person who is representing a country on an international arena must leave nothing to chance. As with the formal training of diplomats, a separate training must exist to train diplomats for digital campaigns. Commercial companies invest heavily in the training and education of their staff when it comes to running digital campaigns. If there is a launch of a new product, every aspect of the campaign is analyzed and prepared. Nothing is left to chance. Digital marketing is not merely posting a few words on Facebook and Instagram. It is a very complex field that involves the analysis of a multitude of data. (Muñiz, 2023)

The same should also be applied to international relations. If a country is deciding to be a serious actor in the field of digital diplomacy, its digital campaigns must be well organized and every detail must be planned. For example, to have an effective impact in international relations, even the creation of Facebook pages and Instagram pages must be analyzed to the smallest detail. Countries that want to make sure to be ahead of others in this field must have

special training centers so that their diplomats have all the required information in the field of digital marketing and digital campaigns. (Muñiz, 2023)

Another reason to stress proper education and proper training is the fact that even experienced diplomats in the traditional way of thinking might easily make errors when it comes to digital diplomacy. In negotiations, for example, it is the overall approach that will count when it comes to the successful outcome of a certain negotiation. If a diplomat has very good interpersonal skills, he must complement this with very good skills in digital diplomacy. There are always people and countries in the world that could be looking to disrupt your plans. Therefore, a deal done at the table in person can be very quickly destroyed by a foreign entity that has a more structural approach in digital campaigns. This is why stressing the need for a formal education of diplomats and world leaders in the field of digital campaigns in international relations is imperative. (Sebenius et al., 2021)

#### **4.7: Negotiations: study your counterparts & personal connection**

When a negotiation on an international issue happens between leaders of several countries, the power to accept or decline the agreement ultimately rests in the hands of these few people. Sometimes another layer of elected officials is added at the home country, but the number of people who are making a particular decision remains very low. In this case, the use of social media to test the waters and to see what might pass with a certain person and might not with another is quite simple. As we saw previously, many leaders and governments are already using social media very actively to promote their agenda. This tool is gaining more and more popularity and for good reason, it works well. However, a skilled negotiator also has the ability to also use social media accounts of his counter-parts to analyze and to study the preferences and the actions of the person with whom the negotiation will take place. For example, if one can see that a particular person has expressed vivid support for a certain cause, it could be a good idea to study that cause and to establish where you stand on it and how that could be brought up in a future negotiation. Even if that cause is not directly linked to the

negotiation in process, it can provide valuable help by establishing a more personal connection with your counter-part. (Sebenius et al., 2021)

The crucial aspect is not to lie to your counter-part, as this would be very easy to spot. We must be genuine. For example, this might be as simple as a shared hobby. If you see that a certain president posts pictures from fishing trips, that would suggest that he likes that activity. In your group of negotiators, you most certainly will have a person who will share a love for fishing. That topic could perhaps be brought up during a dinner break to create a friendly bond. In the past, people would have gone to great length of difficulty to gain such knowledge about their counter-parts. However, with social media, all that information is available for public use. Politicians share their personal lives in order to win the hearts of the people at home. A good negotiator on the international stage must just be very attentive, and keep his eyes open for information that will ultimately help lead a negotiation. (Sebenius et al., 2021)

#### **4.8: Equalizing power for smaller nations**

Of course, one of the important factors that leads to an equalizing power scenario between small nations and big nations is the low cost of doing digital diplomacy. Of course, some time and money has to be invested in the preparation and in training, but overall the costs for the use of the technologies needed to execute a digital diplomacy campaign are very low. Most of the digital platforms for sharing messages and posts are free, or almost free. In this sense, every nation has the possibility to compete on the world stage to reach other countries with its messages. This is something that was impossible some 20-30 years ago. Of course, a bigger budget can help in many areas of digital diplomacy. However, even on a small budget, nations can do very well. (Verrekia, 2017)

Another advantage for smaller nations in digital diplomacy with all the tools that are available today, is the ability to shape the image of a nation based on the guidelines of the government. It is possible to reach people all around the world very quickly with tools like social media and it is easy to share your narrative with the audience of a certain country. For example, a small island nation can have a digital campaign that aims to promote tourism in the country. This

certain country can use Instagram, Facebook and X accounts to promote the different destinations in the country. This will bring the notoriety of this island country up and it will most probably have a positive effect on the visitor's rate. (Verrekia, 2017)

#### **4.9: The importance of websites in digital diplomacy**

As in digital marketing, a website is often the first and only page that a customer will see when he will want to buy something from a company. If a person wants to buy a t-shirt from Adidas, he will go to their website, choose what he needs and complete the purchase. The experience that he will have during that time on the website will shape the perception of this person about the company. Therefore, a really good company with a very interesting project can fail if it does not invest enough planning, money and time into building a solid website. The same goes for international relations and digital diplomacy. (Gandhi, 2024)

To make a good website, it is always good to bring in specialists in the field of digital marketing to make sure that the website is made to the highest standards and that all the features are easy to find and are working properly. For example, a website of an embassy with links that are not working, empty pages, or text that is not fully translated into the language of the host country can lead to a loss of many opportunities. (Gandhi, 2024) Exercising soft power over the population of the host country becomes much harder. For example, if we talk in this case about attracting students and talent in new industries, people might have a bad first impression after visiting an embassy website, and could change their plans for the future. This might seem simple, and we would expect that every embassy of every country to have the best website possible, but unfortunately it is not the case. As we will see in the case study number 3, even to this day a lot of websites of embassies around the world look outdated and are not easy to use. (Azpíroz, 2023)

## **5. Case Studies**

Let's now take a look at real life case studies where we will be able to see how nations are using digital diplomacy in their interactions on the world stage. We will see that some countries are very successful and skilled in this field. On the other hand, many nations around the world are still learning how to correctly use all the tools that are available to them in digital diplomacy. In many cases there are still a lot of errors made and a lot of opportunities lost due to a poor understanding of how digital campaigns work. (Azpíroz, 2023)

### **5.1: Case study 1 - Twiplomacy of United States and Mexico**

Twitter/X is a social media platform that is widely used by diplomats and by countries to complement their regular diplomatic tools. The messages in this platform that are aimed to be seen as an influence on international relations began to be called "Twiplomacy". The United States have long been an active user of this platform. In this case study, we will be analyzing how the government under Joe Biden used it in 2022. Presidents in the United States understand that the best way to reach their citizens and the people around the world is to communicate via social media tools like Twitter/X, and they are using it extensively. However, the Mexican government is also a dedicated user of Twitter for their international relations and the communication with the citizens inside their country. (Guadarrama Sánchez, 2022)

Let's first take a look at the Mexican use of Twitter. The government often monitors how the population feels about a certain topic. There are many tools to analyze the replies and the comments made by people to see what is the general sentiment. Also, the same action can be successfully used on the international arena. Government officials can probe the sentiment of other countries on a particular topic or idea that might be discussed in an international meeting. If they see that there is a lot of opposition from key stakeholders on some issue, the message can be modified to have a better chance of success when the real meeting occurs. This can help a country like Mexico to have the most influence possible in their region. We can see that Marcelo Ebrard, who was the foreign minister of Mexico in 2022, had a total of 2 273 575 followers on Twitter. Included in that number are, of course, the officials from the United

States that are also closely monitoring the policy that Mexico is trying to project on the outside world. (Guadarrama Sánchez, 2022)

Now, let's take a look at the United States. Anthony Blinken, who was the secretary of state during Joe Biden, had 1 080 251 followers on Twitter. It is very important to note that as with the Mexican side, a large amount of these followers are diplomats and officials from other countries. The United States can then share their sentiment on a particular issue in the world, even before an official visit, in order to gather more support when needed. We can, for example, note the time of the start of the invasion of Ukraine by Russia. The United States were trying to gather as much support from world leaders as possible to help Ukraine against Russia. The United States were trying to build an international coalition against Russia with military aid for Ukraine and with economic sanctions against Russia. For that reason, the State Department of the United States and Anthony Blinken were extensively publishing on Twitter. With the help of that tool, foreign countries already knew the position of the United States on the issue. Joe Biden also did not have to speak directly with every leader in the world. With the help of the messages on Twitter by his top diplomats, everything that needed to be said was already online. During a crisis that can save a lot of time for the foreign departments of countries around the world. In the case of the United States and Anthony Blinken, that approach ended up being a great success. They gathered most of the world to support Ukraine against Russia. (Guadarrama Sánchez, 2022)

We can compare the invasion by Russia of the Ukrainian Crimea that went mostly unnoticed by the world in 2014. After that invasion, the sentiment towards Russia remained the same in the world. For example, the European countries continued to buy Russian gas. However, in 2022, that changed greatly. The United States were able to gather a big coalition against Russia and a lot of it has to do with the digital diplomacy done by top diplomats on platforms like Twitter. That led to lots of economic sanctions and the refusal to buy Russian gas by European countries, which considerably hurt the Russian economy. (European Commission, 2025)

As we can see, Twitter is a really powerful tool for diplomats and it is now very widely used. Something said on Twitter will make news very quickly, as people around the world are treating

these messages to the same level as, for example, an official communiqué by a country. Twiplomacy is fast, easy, and it saves a lot of energy and money. Its use by governments is growing every day, and official meetings can very often be replaced or shortened by messages posted on this platform. (Guadarrama Sánchez, 2022)

## **5.2: Case study 2 - Colombia**

A very good example of digital campaigns in international relations is the case of Colombia. This country did not always have the best reputation due to crime, instability and migration. However, it managed, with the help of digital diplomacy, to have a much better image. It is very hard to change the preconceived judgment about a country, but Colombia has shown that step by step it is possible. Currently, more than 15 million people are following official pages in social media that are created by the government of Colombia. This is of course a significant improvement from 0 in 2010. Furthermore, in 2010, the only digital presence of this country online was a website that used to have official communication from the government. However, nothing from that was appealing to the general public on the digital arena. To be fair, it is important to mention that Colombia was a country that started to understand the importance of digital campaigns very early. To this day, several presidencies are passing the torch to each other regarding the investments in digital campaigns, which is one of the reasons why Colombia is followed by so many people online. Of course, it may take time, but step by step the country will gain a good reputation. (García Melo & Mancera Pérez, 2022)

Álvaro Uribe Vélez initiated the digital transformation of Colombia in his last year as president in 2010. Since then, this country was able to reach very positive results and have an impressive expansion online. To this day, Colombia is administering more than 188 official pages online in social media. These can be pages of cities, regions or government representatives. As we can see, the digital campaign of Colombia online is quite aggressive. Furthermore, in 2022, the president of Colombia was among 50 most active users of Twitter, which is also very impressive. Millions of people are following the pages created by the government of Colombia

and this number will only continue to grow. The hard work done by Colombia is paying off. (García Melo & Mancera Pérez, 2022)

On YouTube you can already find many videos made by tourists that are travelling around this country. (Annexe 1) With the help of direct investments in digital marketing and indirect help from bloggers, Colombia is able to position itself as a reliable partner in foreign negotiations. Nobody would want to make a deal with a country that has internal troubles, that is why Colombia made a good decision in 2010 by starting to invest in digital marketing. (García Melo & Mancera Pérez, 2022)

### **5.3: Case study 3 - Digital diplomacy of MENA countries in Spain**

The countries in the MENA, zone (Annexe 3) which is the Middle East and North Africa, are on a different scale when it comes to use the use of digital diplomacy and digital campaigns. For this case study, we will take a look at how the MENA countries are conducting their digital diplomacy in Spain, and to what extend these countries are successful or not. Some MENA countries have a big investment when it comes to spreading their influence in Spain. We can take, for example, the case of Morocco. This country is very active in Spain since it has a lot of ties to the country. Also, many people from Morocco are living in Spain. For this reason, Morocco, wants to project a very good image of itself. Morocco has an embassy and several consulates around Spain. Also, to compliment this, they are using digital diplomacy to effectively inform and influence the Spanish government and the Spanish people. If, for example, a crisis arises between the two countries, Morocco is actively using its website and social media to sway the popular opinion in their favor. Of course, for that reason, they have Spanish version of their website. (Azpíroz, 2023)

The fact that an embassy in Spain must have a website in Spanish might sound as a given in today's world, but some MENA countries do not yet have that. This of course plays as a big disadvantage for them when it comes to diplomacy with the Spanish government. For example, Syria only has a web page in Arabic for their embassy in Spain. This is a very big block for future talks that this country might want to have with their Spanish counter-parts. Also, since Spain is

in the European Union, Syria might want to get closer with Spain, as this is a big step toward stability and economic recovery. Making a good embassy website is very important and it is the perfect platform to launch the digital campaign of a particular government. From a well-built website, connections can easily be made to social media and to other digital marketing tools. (Azpíroz, 2023)

Another negative use of digital marketing by a MENA country in Spain are the United Arab Emirates. Their embassy has a website that has a Spanish translation, but it is working very badly. First of all, there is sometimes a mix of Spanish and English, which is not acceptable. Also, a lot of pages simply are empty and do not have any information included. In general, the website looks as if it is under construction. If we take a look at the pages that are working, they are absolutely not appealing to a reader, with only text on a white font. There are no links to social media and, as a whole, the website looks poorly. A country such as UAE, which is looking to have more investors from Spain and Europe, should definitely take a closer look at correcting the errors on that web page. (Azpíroz, 2023)

If we compare the strategy of UAE to Morocco in Spain, we can see how more advanced is Morocco in this field. Also, when crises are arising, it is much easier to correct the situation when there is access to strong tools in digital diplomacy. They will make sure that information is communicated rapidly to the counter-part. Furthermore, it is very surprising that a country that is investing heavily in everything did not invest enough time and money to make sure that their website is running properly. In today's world, it is simply imperative for every country to take their digital campaigns seriously. (Azpíroz, 2023)

#### **5.4: Case study 4 - Reaction of South American countries to the war in Ukraine**

In this case study we will take a look at the different reactions of some South American countries to the Russian invasion in Ukraine on Twitter/X. As we saw earlier, this social media application has become a very important tool for countries that wish to make a mark in the arena of digital diplomacy. (Guadarrama Sánchez, 2022)

When the invasion of Ukraine by Russia started in 2022, leaders around the world rushed to their social media accounts to say what they were thinking about this conflict. It is also very important to note that every one of their messages was scrutinized by the world community to understand on which side of the aisle they were in this conflict. The world is becoming so dependent on social media that countries simply do not have the choice to use it to stay up to date with others. In fact, not using it will give the opportunity to others to put words and ideas to the mouths of leaders who are not using it. For example, Chan Santokhi from Suriname did not make any posts related to the war in Ukraine, which was automatically seen as if he was not interested in what was happening. Perhaps that this is not true. It is possible that he did have an opinion and was worried about the situation in the world getting worse, but since he did not voice it on X, people were left with the assumption that perhaps he had little interest. In today's world, if you are a representative of a country, you are expected to voice your mind on social media. It is always better to say something yourself than have others put words in your mouth. (Tasente & Stan, 2024)

Luis Lula da Silva from Brazil was, on the other hand, an active user of Twitter who made sure people heard what he had to say before the war started and after. He was trying to position Brazil as a neutral country and tried to promote dialogue. His posts received 13 313 reactions by his followers, which is almost the same number of reactions to all of his other posts combined, which is 13 133. This shows us that people, governments and diplomats are very much interested to see what other leaders have to say on social media after a major world event happens. Having a reaction to world events is important to all countries, but to bigger countries like Brazil this is simply imperative. (Tasente & Stan, 2024)

We can take as another example Pedro Castillo, the president of Peru. He was also very active on X for the invasion of Ukraine compared to his usual activity on this platform. He expressed deep concern for Ukraine and the situation in the world that might arise from this conflict. This is another example of the importance of using digital campaigns for international relations. As a country, you are always watched by others to see how you react. If your reaction to a certain event is less significant than to another event, you might be labeled as a less interested party. This of course can hurt you later in negotiations on forums related to completely different

issues. For this reason, countries must not only monitor what they say on social media, but also how often they say it. Every single action or inaction is analyzed by other nations around the world. (Tasente & Stan, 2024)

Another point that we can make from this case study is that countries that were building a coalition against Russia were closely monitoring what other nations had to say. With the help of digital diplomacy and social media, they were able to pinpoint with whom they had to work to make such a coalition happen. This of course helped Europe and the United States to find countries that are on the same side as them to quickly mount an economic and political offensive against Russia. The quickness with which it was done was mainly possible with the help of social media and Twitter/X. (Tasente & Stan, 2024)

### **5.5: Case study 5 - Chinese digital diplomacy & the war in Ukraine**

Just before the start of the war in Ukraine and several weeks after, China was very much involved in social media in regards with the subjects related to the invasion of Ukraine. For this case study, digital diplomacy in X/Twitter (Twiplomacy) will be taken as a sample for the analysis, more precisely the month from the 17<sup>th</sup> of February 2022 to the 17<sup>th</sup> of March 2022. The invasion of Ukraine by Russia started on February 24<sup>th</sup> 2022. (Solsona, 2024)

During this month, the Ministry of foreign affairs of China tweeted 357 times with posts that were related to Ukraine, accounting for 37% of the total. This is showing that China spent a lot of time for the planning of its digital diplomacy in the context of the war in Ukraine. The main objective of China was to project a position of neutrality to dodge the possible economic sanctions to be able to continue to sell goods and to have more foreign investments. The second objective was to criticize the West and mostly the United States, to which China is becoming a rival on the geopolitical and the economic share. The third objective was to still support Russia and to keep that country on its side in case of a confrontation with the United States. For this reason, out of the total posts mentioning Ukraine, in only 1% of the posts did China directly support the Ukrainians. The rest of the posts were either criticizing the West or were neutral. (Solsona, 2024)

Finally, China's digital campaign was a success. With the help of the right words posted for the right people, China was able to stay on top of others. It still sells goods all over the world without sanctions. Even Ukraine is buying a lot from China. Also, when Xi Jinping openly visits Moscow, there are no political backlash from other nations. Furthermore, China is trying to bring more countries from Africa and Latin America on its side with special investments and other projects. Digital diplomacy is really powerful when used properly. The soft power and the influence that it brings are immense. (Solsona, 2024)

#### **5.6: Case study 6 - The importance of digital campaigns on the African continent**

The importance of introducing concepts of digital marketing into international relations and negotiations are currently not only a choice, but a necessity. If a country wants to be on the same page as other nations in the world, it is absolutely imperative that serious actions be taken to make sure that digital campaigns and digital diplomacy becomes part of the tools that governments have at their disposal. In Africa, for example, some countries are behind the digitalization of diplomacy and steps are taken by many governments to include digital campaigns into their style of doing international relations. Ethiopia, for example, is actively starting to use social media to promote its notoriety around the world and to attract new investors to the country. We can here mention their use of YouTube to cooperate with Indonesia. It is with the help of this platform that Ethiopia was able to talk about itself in Indonesia, to make sure that more people and businesses knew what advantages the country could offer to investors from Indonesia. As we know, YouTube is a very powerful channel for businesses to be able to bring in more customers to buy their products. The interactive form of videos can make this platform easier to consume. In the case of Ethiopia, the results showed the success of the use of YouTube. In fact, it led Indonesia to be one of the top five investors in Ethiopia. This, of course, is very profitable for both parties. Ethiopia can take advantage of the investments to bring the country to a better economic condition. Indonesia, on the other hand, is also winning by having a new market and also many advantages that Ethiopia has to offer to foreign investors. (Bilate & Zou, 2022)

There is however a certain constraint that currently exists in Africa when we talk about the introduction of digital campaigns for the marketing of countries on the world stage. While there are many countries that are successfully using these tools, there are countries that still have a lot of ground to cover in this field. One of the big challenges that Africa faces is the lack of extensive know-how in digital diplomacy. This practice is only starting to appear in some countries and the speed of development is not very high. This is mainly due to the lack of investments in digital campaigns and a lower pool of knowledge and experience compared to other countries around the world. Another challenge is also the fact that many countries in Africa face instable economic situations and the investment in digital diplomacy might not seem a priority. However, this idea is slowly changing as countries begin to see that the usage of digital campaigns in public relations can help them to solve a lot of problems with less funds. It is very hard for a country with a limited budget to send diplomats to all the corners of the planet to attract new investors. The parallel can be drawn when we speak about small companies. For them also, it is very expensive and difficult to send representatives to different cities and countries to promote their products. However, with the help of digital campaigns, both can make their lives much easier by saving a lot of time and money. We can take the example of countries like Somalia, Uganda and Ethiopia, that started to actively use social media like Facebook and X/Twitter to promote themselves around the world. These same countries are also starting to get involved in the use of messaging apps like Telegram to be able to have a bigger reach for the messages that they want to share. (Bilate & Zou, 2022)

The African Union understands that the future of diplomacy is with the use of digital campaigns in international relations. Already, they are trying to promote such use among the member countries. When such an incentive is carried out by a union of countries it can also be easier for some states since the know-how and the experience can be shared between members. Africa has so much potential when we talk about investing and market expansion. At the same time, not using digital campaigns in international relations will surely put Africa behind on many important aspects. (Bilate & Zou, 2022)

## **6. Conclusion & Discussion**

The conclusion and the discussion of our analysis will be divided into four parts. First we will be reminded of the power that digital diplomacy brings. Second, we will explore the future of digital diplomacy and the use of artificial intelligence. Third, we will see what are the advantages and the disadvantages of using digital campaigns in international relations. Lastly, final thoughts will be mentioned with a possibility for future research.

### **6.1: Power of digital diplomacy**

Let's remind ourselves of the immense power that the use of digital campaigns gives to the nations all around the world. There are so many possibilities that are now open on the diplomatic field. More and more nations are investing a lot of time and energy into exploring all the possible options that can be used in international relations by their ministries of foreign affairs. Negotiations, for example, is one of those fields where nations extensively use digital diplomacy for a long time before a real meeting is set. (Ates Burc, 2024)

One of the great powers that nations have is the ability to expand the use of soft power to the maximum. With all the digital tools that we have today, countries can bring so much influence over other nations and whole regions of the world. As we mentioned several times in this analysis, this was not possible some 20-30 years ago. Of course, soft power existed back then and for a long time, but the digitalization of the world and the rapid spread of new technologies brought more possibilities. (Benaicha, 2024)

With the use of digital campaigns by nations around the world, the status quo of the geopolitical situation is being shaken from all sides. For example, we can speak of the Arab spring in 2011 where we witnessed protests in many African and Middle Eastern countries that were mainly fueled by the use of social media and digital campaigns. From that time, the power of digital diplomacy in International relations only grew. At this moment, nations are not only developing methods to influence other states, but they are also developing defensive mechanisms against such digital influence campaigns. We can, for example, mention the special

entities created by the United States to counter the digital influence of Russia. Nations around the world understand that this is only the start of something new and that more and more battles will be fought on the digital front. (Benaicha, 2024)

## **6.2: Future & artificial intelligence**

Diplomats are using more and more tools borrowed from digital marketers to perform their craft to the best way possible. There is however, a tool that is currently becoming more and more popular in all spheres of life and it is artificial intelligence. There are many ways that artificial intelligence can enhance digital diplomacy and international negotiations. (Stanzel & Voelsen, 2022)

First of all, it is very important to note that since diplomacy is being transformed to digital diplomacy, there is no guarantee that this transformation will end here. Everything is life is evolving as time goes and digital diplomacy will certainly be changing in the future. Is there however a chance for digital diplomacy to be closely linked to AI to produce better results? Some may argue that in digital diplomacy, people are the ones who make the final decisions about what to do and what to say. People have a way of being able to “feel” the situation in a way that AI cannot for now. This does not, on the other hand, mean that AI cannot be a skilled helper. Maybe someday, a part of international discussions will be given to computers in order to be able to find the most rational solution. (Stanzel & Voelsen, 2022)

AI has a big advantage over humans in many ways. One that must be mentioned is the ability to analyze information quickly. Also, AI is able to see what patterns may emerge and with the right usage a lot of useful information for diplomats can be produced. (Stanzel & Voelsen, 2022)

## **6.3: Advantages and disadvantages of digital diplomacy**

Let's review the advantages and the disadvantages of the use of digital campaigns in international relations. The first one, mentioned many times in the text, is the low financial

cost. Second, is the fact that this type of communication is very effective and fast. With the help of digital campaigns, it is possible to reach a majority of people in the world, even if they are living in very remote places. Also, governments and country leaders can react to situations happening in real time and be able to influence the involved parties towards a certain set of actions. The distances between the stakeholders are thus dramatically eliminated to achieve a better communication. (Rashica, 2018)

The third advantage would be the ability for nations to use soft power more effectively. With the help of the right digital campaigns aimed at the right recipient, governments can exercise their power and influence on the target countries, a specific region or in the case of a super-power nation, to the world in general. Countries can now achieve even better results compared to a situation where hard power is used. Lastly, another advantage that is worth mentioning is the fact that smaller nations can have a bigger say in international relations. With the help of tools like YouTube, Twitter/X, Facebook and many more others, smaller nations can now rise to the level of big powers and have their voices heard. (Rashica, 2018) In many cases, like we saw for Colombia, for example, smaller states are able to build a new brand and identity for themselves. (García Melo & Mancera Pérez, 2022)

To mention a few disadvantages, we can start with the fact that the advantage of fast communication and global reach can bring the danger of propaganda. Some states and entities, like we saw with the example of ISIS, can use tools like social media to radicalize people. (Rashica, 2018) A second disadvantage is the fact that still to this day, there is a lack of trained professionals in this subject in many regions and countries. This puts these states in a very bad position compared to others with regards to digital diplomacy campaigns. (Muñiz, 2023) The third disadvantage would be the possibility of hacking and theft of sensitive information. When everything is digital, countries have to work hard to protect that information. Finally, the fact that misinformation and fake news can be rapidly shared to people is also a big threat to the world. It is very easy to pretend to be someone else, since the identity of the person writing is very hard to verify. (Rashica, 2018)

#### **6.4: Final thoughts**

Finally, it is very easy to see that the digitalization of the world around us is only the beginning. In international relations, digital campaigns are already offering a wide range of possibilities in the field of digital diplomacy. With time, as new technologies are developed, those possibilities will only grow to give states around the world even more power to influence other nations. Lot of countries have already invested considerably in the field of digital campaigns. However, there are still many nations that are lacking concrete actions to advance digital campaigns in international relations. It is nevertheless, not too late to start if it is done now. For the moment, everything is still at its relative start in the field of digital diplomacy. (Bilate & Zou, 2022)

Countries around the world must continue to develop their digital campaigns and those who are only starting must invest more in learning, education and training of their diplomats. The effects of such investments will most likely bring results even in the short term. However, in the long term, with the help of public diplomacy and soft power, results of investments in digital diplomacy will be truly immense. (García Melo & Mancera Pérez, 2022)

A good example of such investments is the modernization of the websites of embassies around the world. For the most part, these are not very practical, are lacking structure and do not look modern at all. This is in fact a topic of future research that could be developed. It would be interesting to analyze what improvements could be done on websites of embassies to bring the power of digital diplomacy even further. After all, we could say that the website of an embassy is a hub from where its digital diplomacy will spread to other tools such as social media. (Azpíroz, 2023)

Lastly, to finish our analysis of the usage of digital campaigns in international relations, we have to say that countries are using many tools that are used in the commercial field. There are a lot of successful case studies to prove that. Also, even small states can benefit from the possibilities that the use of digital campaigns brings. As we saw, the usage of digital campaigns in international relations and negotiations is growing every minute and every day. (Verrekia, 2017)

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