



International Workshop on Digital Diplomacy

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DIGITAL DIPLOMACY NEED TO BE INVESTED FOR DIPLOMATS

ARAB SPRING 2011

- A new perspective of international politics
- A social media driven public movement
- Diplomatic machinery should cater to this rapid development



CONVENTIONAL DIPLOMACY VS. DIGITAL DIPLOMACY

Conventional:

Traditional diplomats view that diplomacy and speed are not aligned.

(George Kennan or Dean Acheson in Philip Seib, 2012)



Digital:


Fast, Faster and Fastest > good diplomatic practices are capable of adapting to the speed of events and comprehensive understanding.

The Foreign Ministry must adapt to work amidst the development and modernity of technology and information.

Diplomats must adapt to the ever-changing flow of Internet-based information that demands quick reaction and responsiveness.

A silver laptop is open on a light-colored wooden desk. The laptop screen is white and displays the text "ICT IS THE PRIMARY AGENT OF THE CHANGE" in a bold, dark green, sans-serif font. The background is a plain, light-colored wall.

**ICT IS THE
PRIMARY AGENT
OF THE CHANGE**



DIGITAL DIPLOMACY
DOES NOT COME AT
THE EXPENSE OF
TRADITIONAL
DIPLOMACY, IT
COMPLEMENTS IT.





THE IMPORTANCE OF DIGITAL DIPLOMACY
AS A MEANS OF DISSEMINATING
GOVERNMENT POLICIES



ADAPTATION

Adaptation must occur in the field, where diplomats develop contacts and communications with stakeholders:

- The role of digital technology
- Strengthening focus on diplomacy to the public: from state-to-state approach to the state-to-people approach.

Why We Go Digital?

- *Diplomacy was a difficult time, crushed by technology or other actors capable of doing diplomatic activities more effectively.*
- Tom Fletcher (Naked Diplomacy: Power and Statecraft in the Digital Age, 2016)
- There are 4 billion people around the world using the internet. While the number of social media users in 2018 is 3.196 billion, up 13 percent year-on-year.
(Source: We Are Social and Hootsuite)

O P P O R T U N I T Y

Establish broader communication links.



Reducing costs; simplifying, expanding & accelerating the dissemination of information.



As medium for promotion of investment, trade and tourism.



Broadcast emergency messages / awareness to people.



BENEFITS

❖ Diplomacy needs to reposition itself with the increasing network

❖ It derives three benefits from technological development:

- **Flexibility**
(ability to adapt to change)
- **Scalability**
(ability to develop with little shock)
- **Survivability**
(the ability to continue to grow and develop in any situation).

An aerial, high-angle photograph of a busy city street, showing a dense crowd of pedestrians walking across a crosswalk with white stripes. The image is dark and has a greenish tint, serving as a background for the title text.

The Challenges Faced in Implementing Digital Diplomacy

C H A L L E N G E S

- Repositioning is a necessity, but there is no “one standard formula” that applies to all.
- Transforming complicated Foreign Policy to Social Media contents is never an easy task.



HOW MoFA ADAPT?



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**DIGITAL
COMMAND
CENTER**



FURTHER

The need for diplomacy actors to increase technological capabilities and adopt Digital Diplomacy.

Digital Diplomacy should ultimately be aimed at exploring information, formulating and interpreting policies interactively by involving community participation.



Thank
you!