THE DIGITAL DIPLOMACY HANDBOOK

How to use social media to engage with global audiences

www.digitaldiplomacyhandbook.com
Published in December 2014
Copyright © Antonio Deruda 2014

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, communicated or transmitted in any form or by any means without written permission of the copyright owner.
TABLE OF CONTENTS

INTRODUCTION

CHAPTER 1 – Social media overview
Definition of social media
Types of social media
How people get news
Main social media trends

CHAPTER 2 - Building your social media roadmap
4 steps to developing a social media roadmap
Social media monitoring and listening
Opening accounts and starting to publish content
Enhancing interaction with users
Involving users in decision-making processes
Mixing different levels of engagement

CHAPTER 3 - Setting up a social media monitoring system
The Social Media Intelligence
Filtering the information flow
What to monitor
Where to listen
Choosing the monitoring tools
How to set up a free social media monitoring system
How to choose advanced monitoring software
Analyzing the monitoring results
Integrating the monitoring activity into your daily job
CHAPTER 4 - Developing your social media strategy
7 steps to developing an effective social media strategy
Step 1: Identify your Goals
Step 2: Set Objectives
Step 3: Identify the target audience
Step 4: Allocate a Budget
Step 5: Develop a Content Plan
Trans-creation is better than translation
Think mobile
Step 6: Ensure a smooth workflow
Step 7: Choose the right tools

CHAPTER 5 - Establishing a social media policy
Two kinds of social media policy
The internal social media policy
The external social media policy
Social media policy for specific platforms

CHAPTER 6 - Twitter
Why use Twitter?
The birth of “Twiplomacy”
Twitter basics
Setting your Twitter profile
What to tweet
How to write good tweets
The power of visuals
How to find people to follow
Building lists
Interacting with users: how to organize a tweetchat
Twitter advertising
CHAPTER 7 - Facebook
5 things to ponder before opening a Facebook Page
Setting up a Facebook page
Content strategy
How to write on Facebook
The importance of visual content
Geo-targeting features
Facebook advertising
Managing the conversations
How to promote your page
Measuring your performances

CHAPTER 8 - YouTube
Why use YouTube?
Setting up a YouTube channel
Recommended format of your videos
Creating good videos
How to make your videos rank better on YouTube
YouTube analytics basics

CHAPTER 9 - Google+ and LinkedIn
Why use Google+?
How to set up a Google+ page
Google+ Circles
5 tips for sharing good content on Google+
Google+ Hangout
Google+ Insights
Why use LinkedIn?
How to create a LinkedIn Page
LinkedIn geo-targeting features
LinkedIn groups

CHAPTER 10 - Instagram
Why use Instagram?
How to set up an Instagram account
3 Web apps to enhance Instagram on your desktop
10 tips to get the most out of Instagram

ABOUT THE AUTHOR
INTRODUCTION

Over the last few years, the term “digital diplomacy” has become a buzzword. Several articles, research papers and surveys have explored how governments and international organizations use the Internet and social media to achieve their strategic goals in foreign policy.

This book is different from any of the material that has been published so far. It is the first practical guide that does not merely talk about digital diplomacy, but explains step-by-step how to do it.

It provides diplomats, international officers, public diplomacy scholars and communications professionals with tactics and tips on how to use social media to engage with global audiences.

Working as a consultant and trainer for government agencies, Foreign Affairs ministries and international organizations, I have developed the belief that diplomatic activity needs to evolve in order to deal with the current international scenario, in which multiple actors - networks of citizens, NGOs, multinational companies, grassroots movements - have the power to influence the decision-making processes, not least through the new communications technologies. "Likes", “Retweets” and
“Hashtags” are no longer only for private exchanges among people, but can shape the global agenda.

The disruptive social, political, economic and cultural changes that information networks have unleashed demand a thoughtful rethinking of diplomacy. This does not mean replacing negotiations with exchanges of tweets, but complementing traditional foreign policy methods with new tools that fully leverage the interconnected world in which we all live.

Diplomacy has always had to adapt to changes. This time, however, the challenge is extremely demanding because embracing social media requires governments to review their traditional one-way communication style, build an open dialogue with citizens worldwide and embrace bottom-up ideas. The most valuable aspect of social media is not just the opportunity to reach new audiences and disseminate targeted messages more effectively, but the ability to increase mutual understanding between governments and citizens worldwide.

Tweeting about foreign policy in less than 140 characters, answering questions on Facebook or presenting a video chat on YouTube can be hard to accept for professionals who have historically worked behind closed doors. However, ignoring these tools or thinking that social media is just a passing phenomenon would be a huge mistake. To perform their tasks effectively, diplomats need a deeper understanding of the online platforms that citizens around the world use daily to gather information, consume news, discuss ideas, build relationships and interact with institutions.
This book offers detailed explanations of how to monitor the web, filter relevant information, identify prominent influencers, design global social media strategies, develop compelling content to engage multicultural audiences, manage online conversations and master the main social media channels, such as Facebook, Twitter, YouTube and others.

Ten years ago, this list of skills would have been unfathomable for a diplomat. Today, it simply features the up-to-date basics of good communication. And good communication has always been, and still is, the essence of good diplomacy.