

Chapter 9

Digital Public Diplomacy Social Media Use Tendency and Content Distribution of the Embassy of the Republic of Turkey in Bishkek

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ABSTRACT

The aim of this study is to investigate whether the Embassy of the Republic of Turkey in Bishkek uses social media effectively in the context of digital public diplomacy activities. The posts and contents of the official Facebook account of the Embassy of the Republic of Turkey in Bishkek between January 1, 2019 and February 21, 2020 were collected and analyzed in the context of digital public diplomacy. Accordingly, the posts made on the official Facebook account of the Embassy of the Republic of Turkey in Bishkek were analyzed by content analysis method in categories such as daily, monthly, posts by subject (bilateral relations, economy, trade, culture, education, health, activities, etc.), likes, comments, number of shares, etc. As a result of the research, it was observed that the Embassy of the Republic of Turkey in Bishkek does not use Facebook effectively.

INTRODUCTION

The digitalization process and the developments taking place in this process are affecting various fields, especially in areas such as the economy, military, political, social and cultural. Innovations in information

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and communication technologies have also affected diplomacy itself, the way it works in international relations and the tools used in this process. Digitalization and digital communication have paved the way for public opinion and decisions by foreign countries to have influence on a global scale.

In this context, in today's increasingly digital world with the benefits of communication technology, states and all officials in the state are digitally integrated and have instant access to their citizens and have their feedback. Again, with the aforementioned advantages, it can reach citizens and intellectuals of foreign countries, produce instant strategic policies for foreign public opinion and get results from those policies. A country's government uses public diplomacy to influence foreign public opinion and adopt its policies. In this view, public diplomacy is an activity carried out by a government of a country to influence the citizens of another country to adopt its own ideological and political views. The traditional activities of public diplomacy transformed with the development of information technology, as in all other fields, and began to appear in various channels such as the Internet and social media., especially in the 2000s. The importance and place of social media in human life began to increase, and these platforms occupy an important place in the course of international relations. Thus, the power of digital diplomacy and digital public diplomacy has come to the forefront in the field of diplomatic relations and public diplomacy. Digital public diplomacy allows governments to get to know foreign citizens and Influencers who use social media channels, communicate with them interactively, and access various data.

In this context, digital public diplomacy can be defined as research on public diplomacy conducted using new communication technologies in a digital environment.

From this perspective, in the modern age, digital public diplomacy, which has as important an impact as traditional public diplomacy in international relations, makes a very important contribution to increasing the standing of countries in the international arena. Various strategies, techniques and campaigns targeting foreign people and Influencers are carried out via the internet and/or social media, and information can be transmitted synchronously, especially if it concerns various negative situations or issues that are not in the interests of a given country. Digital public diplomacy, in contrast to the traditional approach of public diplomacy, reveals a process that includes interactive communication, mutual views and dialogues. Social media platforms and channels play an important role in this process.

CONCEPTUAL FRAMEWORK

In the conceptual framework of this study, *diplomacy, traditional diplomacy, public diplomacy, traditional public diplomacy, tools used in traditional public diplomacy, digital public diplomacy and tools used in digital public diplomacy* are discussed.

Diplomacy

The need for mutual communication and agreement in inter-community relations has existed throughout human history. Diplomacy is an art of agreement that emerged from this need. In terms of origin, the word diplomacy dates back to ancient Greek and derives from the word "diploma". The word "diploma" meant "folded in two" in ancient Greek. In the ancient Greek and Roman Empire periods, all official documents belonging to the state were called diplomas because these documents were folded in half. After a while, the need to put the documents belonging to the state in a certain order became essential, and expert clerks started to work to meet this need.

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