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## SOCIAL MEDIA IN DIGITAL DIPLOMACY

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### Abstract:

The advancement of technology has brought about a transformation in diplomatic interaction, which is now not restricted to bilateral conversations and debates but now includes the use of social media platforms for the purpose of negotiation or other activities. Diplomacy has traditionally been used to debate matters like war, peace, and conflict, all of which have undergone significant changes. It also serves as the basis for how governments engage with one another, including economic cooperation and cultural parallels. Through the application of the concepts of negotiation, openness, and collaboration in the economic, social, and political spheres, the most prominent form of diplomatic practice has predominantly been political. Through the use of social media as a platform for sustaining international ties in diplomacy, the purpose of this study is to provide evidence that social media is successful. This discovery has the potential to assist in the improvement of the methods taken by the leader of the state and diplomats, as well as in the determination of the benefits and drawbacks of social media as a channel that is utilised to communicate information to people and other states. The weights between the benefits and drawbacks of utilising social media may justify the usefulness of this channel among the leaders of nations and diplomats who are using social media as their instruments for diplomacy. As a result, a variety of judgements may be taken about topics that affect the entire world. In the context of

international relations, the use of social media presents a problem that has to be examined in terms of how efficient it is in building diplomatic connections.

**Keywords:**

Digital Diplomacy, Technology, Social Media, Diplomatic Relations, International

**Introduction**

In the course of the continuing digital revolution, it is generally accepted that traditional methods of public diplomacy have undergone substantial transformations, which have resulted in increased state-to-state interactions in diplomatic relations. Individuals all around the globe are aware of everything that is going on outside their own borders as a result of the globalisation of the Internet, which has led to the formation of borderless states. According to Baylis (2014), technological gadgets have the potential to influence people's perceptions of the social groups that they are a part of through their use. The practice of diplomacy has shifted into a new domain of digital affairs as a result of the substantial use of developing media platforms such as smartphones, social networks, and internet-based tools (Todorovska, 2015). Other examples of these platforms include social networking sites and internet-based tools. Macy is seen 2 as the outcome of the transition and is recognised as the new concept of diplomacy. It encourages leaders and diplomats of nations in this era to develop and gain new proficiencies in the utilisation of information technology. Macy is a result of the change. There has been a huge shift in the way individuals communicate with one another as a result of the usage of new media platforms such as Instagram, Twitter, and Facebook, as well as other apps. More than two billion people engage with these platforms on a daily basis. As a result of this invention, the communication channels that are accessible to the leaders and diplomats of the state have been expanded, which has enabled them to communicate with a more extensive audience. According to Adesina (2016), as a consequence of this, it has the ability to provide a novel viewpoint on challenges that are associated with public diplomacy.

By utilising social media platforms, public diplomacy makes it possible for governments and international organisations to communicate with the general public and other nations in a direct manner, eliminating the need for official middlemen in the process. According to Sandre (2015), a number of nations have recognised the need of incorporating digital technology into their foreign policy. This includes addressing issues such as digital citizenship, digital governance, and digital economy. One of the most important aspects of this process is reaching a level of knowledge about the objectives and methods, as well as successfully engaging with them. Furthermore, this comprises situations that are not limited to local communities but also those that are global in scope. In situations when it is important to disseminate information to larger groups of individuals, diplomatic actors that recognise the significance of data collection and the use of digital technologies in the field of diplomacy would profit further. It covers the understanding of the target audience as well as the techniques of communicating with them, and it goes beyond the scope of local communities to include conditions that are present all over the world. It is possible for diplomatic actors who are aware of the significance of data collection and the digital applications that are frequently utilised in the field of diplomacy to obtain higher benefits when it comes to the dissemination of information to wider audiences, which has become a vital component. There was no such thing as public diplomacy a few decades ago when the practice of digital diplomacy was becoming increasingly prevalent.

Because the sensitive approach does not evolve and is unable to keep up with the rapid growth of digital technology, it may cause a nation's diplomatic relations to fall behind those of other nations. In addition, diplomats are expected to improve their efficiency by staying abreast of the most recent developments in digital technology. This is done as they continue to fulfil their core obligations, which include providing advice, communicating, and representing their respective countries. In the field of international relations, digital diplomacy is a powerful method that may be utilised for integrated diplomacy as well as for the conduct of public diplomacy.

### **Digital Diplomacy**

First, there has been an increase in the number of stakeholders who are participating in the process of policymaking, which has resulted in a more complicated procedure and a decrease in the degree of government exclusivity throughout the administration. In addition, the second component was the rapid diffusion of information, independent of the truth of the information itself, which would have an effect on the management of the situation and the repercussions of it. The third advantage was that people were able to exchange information between governments, individuals, and nations in a more expeditious and cost-effective manner through the use of the internet, which eliminated the need for traditional diplomatic channels.

As a result of the digitization of diplomacy, there is a major dialogue taking place at all levels about the application of the frameworks and organisational structures. Additionally, the involvement and active participation of certain persons or groups is required for the successful implementation of digital diplomacy policies. According to Sandre (2015), the State Department of the United States of America utilises social media as a tool to actively communicate with the general public and address both domestic and international policy objectives.

The most significant challenge in the field of digital diplomacy is determining whether or not social media platforms are effective as intermediary platforms and then proving how these platforms have an effect on international relations. In his article from 2008, Westcott claims that the internet has especially altered diplomatic relations in three different ways.

### **Social Media**

The term "social media" refers to a platform that offers internet services and enables users to construct a personal profile within a limited system. In accordance with Liu and Ying (2010), users have the ability to pick a preferred list of persons with whom they can exchange information. The identity webpage of an individual has the potential to be enhanced by blogs, which may be defined as being active, introspective, or even multidimensional. People have the opportunity to express their thoughts and feelings on current events and political leaders and governments through the use of social media platforms, which give a platform for individual expression. Despite the fact that the terms "social media" and "social networking" are frequently used interchangeably, there are significant differences between the two (Bruke, 2013). The meanings of these terms make it clear that there are significant differences between them. The term "social media" refers to a communication platform that enables users to create their own personalised space for the purpose of exchanging messages, expressing their ideas, and sharing information. Meanwhile, social networking refers to the act of developing and sustaining personal and professional ties through virtual communication or face-to-face encounters (Schauer, 2016).

Nevertheless, both of them made use of the same internet-based platforms, which included, among other things, Facebook, Twitter, and Instagram. Within the scope of this research, the term "social media" was intended to be utilised in order to describe these websites. The term "mobile messaging applications" refers to a type of instant messaging that may be accessed on hand-held devices such as iPads, iPhones, and Androids. A large part of the media is comprised by them. Applications such as WhatsApp, Telegram, and Messenger are among the most widely used services. On the other hand, it is important to point out that a number of these programming could also be available to be accessed on the internet. On the other hand, customers have a tendency to access them more frequently on handheld portable devices. The introduction of social media, regardless of the particular internet platforms or mobile applications, has profoundly revolutionised the scene of communication on a 4 worldwide scale. A significant reduction in the digital gap has been brought about by technological improvements.

### **Significance of the Study**

In today's world, there has been a revolution and a shift of old media into new media, such as social media. The information and digital communication technologies, networking, and computerization are all components of this revolution. For the purpose of establishing the relevance and effectiveness of social media as a platform for the maintenance of international relations in the realm of diplomacy, the purpose of this inquiry is to provide evidence. In the context of digital diplomacy, this finding has the potential to improve the strategies that are utilised by the leader of the state as well as via the diplomatic community.

The purpose of this inquiry is to assess the advantages and disadvantages of using social media as a method of conveying information to residents as well as to entities from other jurisdictions. There is a possibility that the usability of this channel among state leaders and diplomats who are employing social media as their instruments for diplomacy may be justified by the weights that are placed between the advantages and disadvantages of utilising it. As a consequence of this, a wide range of choices may be taken about several global challenges.

The purpose of this was also to assess previous instances or instances of international relations that were related with the choice of the decision of the leader of the state and diplomats to use social media as a communication instrument. When it comes to global diplomatic judgements that have been taken in the past utilising social media, it is of the utmost importance to determine and continue to be informed on the consequences of such decisions. In the other direction, the purpose of this inquiry is to provide evidence that conventional diplomacy is more significant than digital diplomacy. When it comes to the administration of the diplomacy technique, whether it be by traditional ways or digital solutions, the information that was acquired from this study may be of use to the leader of the state, diplomats, and the ministry. In addition, ideas for improvements will be offered after the evaluation of social media once it has been completed. It is of the utmost importance to make full use of the media as a diplomatic tool, rather than merely presuming that it is a platform for the distribution of information.

### **Literature Review**

It is a tool of negotiation that is utilised by diplomats and leaders of governments in order to accomplish a certain goal. According to Christopher (2011), diplomacy is a process that allows governments to develop strategic alliances with one another that are in their own best interests. This is the setting in which diplomacy is used in the framework of international relations.

On the other hand, Signitzer and Coombs described it as the process of mutual comprehension between the government and the people. This process was inspired by popular ideas, whether they were consciously or subconsciously held, and it had the potential to affect the policy decisions that the state made (Signitzer, & Coombs, 1992). 5 More advantages have been obtained by the countries concerned as a result of diplomatic efforts. It has been of great use in the prevention of war and the cessation of bloodshed, as well as in the development of trade and the resolution of issues that are of national and international concern. The possibility that a nation will be able to achieve a goal may involve the commission of an act of hatred, since this may be a scenario that does not depend on diplomatic approaches. Unlike bilateral methods, conventional diplomacy involved a higher level of diplomatic engagement inside international venues such as the United Nations (UN). This was in contrast to the strategy that emphasised bilateral relations. Furthermore, there is the potential for the resolution of additional conflicts or disagreements, as well as the establishment of even greater regional cooperation in order to jointly give possibilities and advantages (Kurbalija, 1998). Christopher argued that there are four different functions that diplomacy performs. It is designed to serve as a representative of the national interest and to enable conversations in order to identify areas of common interest and to avoid conflicts. The basic distinguishing feature of diplomacy is the fact that it involves discussions between two states. According to Amacker (2011), this approach may result in the various nations designating a shared interest that is conducive to the mutual enhancement of both parties.

In addition, diplomacy is utilised to gather information that the state may then utilise in order to evaluate the policy objectives it has set. Prior to making any judgements about foreign policy, the political leaders will conduct an analysis of the statistics and figures of the information. In order to maintain its relationships with other states, the state will choose the policy that is relevant to the situation. In the other direction, the influence of political, economic, and cultural links between two nations will be enhanced via the use of diplomacy. As an illustration, after World War II, both the United States of America and the United Kingdom made the elimination of communism a top priority in their respective strategies. At its core, diplomacy may be defined as the practice of enforcing and strictly adhering to international law. Within the framework of the international system, which is marked by anarchy, the responsibility of the state is to ensure that equilibrium is maintained. Therefore, diplomacy will be utilised in order to convince the nations to resolve any issues in a manner that is both realistic and adheres to the fundamental principles of international law. For many years, diplomats have been serving as representatives of their respective states, engaging in activities related to diplomacy. These activities include the supply of humanitarian aid, the resolution of internal disputes, the resolution of global concerns, and the development of international strategic partnership. On the other hand, these traditional diplomatic procedures have the potential to be improved to a much greater extent and with a much higher degree of relevance (Kurbalija, 1998).

As a result of their transition from a clandestine profession to that of observers of public diplomacy for the media, diplomats experience considerable change. It is common practice for CNN and other foreign media sources to target world leaders and diplomats in order to spread a certain message or point of view throughout the globe. Due to the fact that traditional diplomacy is dependent on the media, its prominence as a technique of addressing topics in conference rooms and uncovering their latent concerns is starting to decrease.



According to Booth and Erskine (2016), the branch of Political Science known as International Relations focuses on the interaction that occurs between actors or international entities. Within the framework of the international system, players, both state and non-state actors, are provided with a platform from which they can carry out their various duties. The sovereign state is the actor that is responsible for maintaining its own government and administration, whereas the non-state actor is made up of entities that have aims that are comparable to those of the state actor. Examples of nonstate actors include international non-governmental organisations (INGOs) and multinational corporations (MNCs). According to Folorin (2012), the phenomena known as international relations encompasses the events that take place between members of the international system. These events include disagreements, confrontations, treaties, conferences, and cooperative endeavours from both parties.

Throughout the course of history, a wide range of interactions have emerged, which have been the defining characteristics of international relations. The roots of this phenomenon may be traced back to the empire, which was typified as instability, organisation, and centralization. It eventually led to the establishment of international systems that were based on the ideals of state sovereignty and individual autonomy. According to Baylis et al. (2014), there were also a number of other hierarchical ordering that occurred amongst the systems. The Peace Treaties of Westphalia and Osnabruck were signed in 1648, marking the beginning of the foundation of modern powers of sovereignty. In addition to this, it is the essential order and composition of the present politics of the world economy. As a consequence of the collapse of the empire in the twentieth century, each state came into existence, each of which had its own set of national interests and diverse perspectives on politics. As a result, the international anarchy system acts as a determining factor in a variety of different aspects, including the development of alliances and the construction of international relations. Earlier findings from this study have highlighted the significance of social media platforms in terms of their influence on international relations in the 21st century. The use of social media as a diplomatic instrument was conducted with the purpose of influencing the perceptions of states. Statements made on social media can, in addition to expressing the identity and distinctiveness of a nation and indicating the nation's desire to be noticed by others, also represent the discriminatory practices of a state. This serves as an indication of the issue that social media confronts in establishing its recognition, which affirms fluctuations in the political atmosphere. The role that Twitter plays in negotiating techniques has been a matter of controversy, and it serves as an illustration of this challenge. According to Duncombe (2017), acknowledgment may be seen as a type of affirmation for performers, which in turn causes them to experience an increase in their feeling of self-worth.

There has been a lot of debate among academics about the possible influence that digital technologies may have on public diplomacy as a result of the move from conventional diplomacy to public diplomacy. According to Verrekia (2017), this transition has resulted in the development of two theories: some scholars say that the advent of digitalization has led to an improvement in public diplomacy, while others argue that digital diplomacy is a unique notion that is not fundamentally tied to public diplomacy.

A consequence of the globalisation of the internet is that the globe has shrunk and grown more linked. Additionally, the borders that formerly existed between the leaders of different nations and the population of those countries have become increasingly murky. This novel approach to diplomatic relations has been the subject of investigation by a great number of foundations. A compilation of tweets from government officials that offer real examples of how they utilise

digital diplomacy in their employment may be found on the Twitter for Diplomats website. While this is going on, a website called Twiplomacy is conducting research on a variety of case studies that have an effect on international relations. It is asserted that Facebook and Twitter are the social media platforms that are utilised the most often by the government and among the leaders of international organisations. Numerous governments have made substantial use of these social media platforms, notably as a route for disseminating information to the general public and among diplomats.

## **Discussion Advantages of Social Media and Digital Diplomacy**

### ***Gateway to Positive Perception of State***

When diplomats and state leaders work together to successfully steer diplomacy, it may take on a variety of various shapes. There are now additional obligations that have been placed on world leaders and diplomats, including the responsibility of communicating inadvertent signals and providing clarity in any interactions that take place with the rest of their state's community. India, which is the second most populous state in the world, makes good use of social media as a practical tool to improve both governmental diplomacy and diplomatic relations with other countries. According to the findings of a research conducted by Twiplomacy on Facebook in 2019, the Prime Minister of India, Narendra Modi, is the most popular leader in Asia when it comes to the utilisation of social media platforms such as Facebook, Instagram, and Twitter. According to Burson (2019), he has a total of 102 million followers on his page, and his page has received 43.5 million likes. In India, when it comes to obtaining online news, a remarkable 68% of internet users chose smartphones as their primary device. This percentage surpasses that of other growing nations such as Brazil and Turkey in terms of proportion.

The majority of the world's information comes from the internet, which has eclipsed printed news as the dominant source of information. When it comes to providing people with a reliable and trustworthy conduit via which they may obtain information, this platform has always been there. In addition, the Public Diplomacy Division of India's Ministry of External Affairs was founded in 2006 with the purpose of addressing the challenges that have arisen as a result of the rapid globalisation of social media in both internal politics and international business. "Narendra utilised his account as a means to counteract the unfavourable view by promoting positive attributes about his nation," as stated by Palit (2018) of the Indian government. In spite of the fact that Western media portrays India as a recalcitrant state, the Prime Minister of India is making good use of digital diplomacy to demonstrate India's growth as a growing nation. With the intention of establishing a new brand for India, Narendra launched a campaign with the goal of promoting effective communication and altering the way countries across the world view his state.

### ***Strengthening the International Relation***

According to Hutchings, diplomacy is defined as the intentional effort to bridge the gaps that exist between the various views and interests held by state actors. In addition to this, it comprises efforts to increase influence via the utilisation of strategic and innovative cooperation rather than by the unilateral show of authority (Hutchings, 2015). The research that was carried out by Snow reveals that the internet and social media have effectively narrowed the gap that existed between various nations. This has made it possible for politicians and diplomats to interact with people all around the world. 2009 is the year of Nancy. International politics have gotten more complicated in the 21st century, embracing a wider

variety of concerns such as governments, MultiNon-Governmental Organisations (MNGOs), and transnational movements and networks. This has led to an increase in the complexity of international politics. The members of this network come from a wide range of sizes and types of international organisations that collaborate via the use of digital diplomacy to promote global solidarity among individuals. In order to successfully traverse the shifting terrain of leaders and circumstances, they maintain unity in order to guarantee the longevity of ties. Conventional diplomacy has been the beginning point; however, the digital era of diplomacy that is currently taking place has the potential to successfully improve international relations by providing an essential component that may affect their foreign policy. The concept of Twiplomacy, for example, has arisen as a separate kind of networking that has a considerable impact on the conduct of international diplomacy. The embargo has been a source of stress between the United States and Cuba for a number of years, but via this method, the relationship between the two countries has been repaired at last. The State Department of the United States of America has made the decision to subscribe to the Twitter account of the Cuban State Department. After that, Cuba showed its appreciation by subscribing to the Twitter account administered by the United States Department of State (Fletcher, 2016). As a direct consequence of this, the diplomatic ties between these two rivals were renewed in an official capacity in the year 2015. It is for this reason that this trustworthy indication reveals that digital diplomacy has the capacity to develop diplomatic connections and reciprocal links between two governments.

### *Sense of Transparency*

The modern era is characterised by an increased propensity among individuals to post and share all elements of their lives on the internet. Through Facebook status updates or by uploading images across many social media sites, the user is publicly revealing the activities that they engage in on a daily basis. As a result of this tendency, which corresponds with the requirement to be informed about all actions carried out by the government, there has been a desire for increased transparency in the reporting of news. Considering the difficulties that leaders and diplomats have when attempting to promote their job specifications, this need offers a better possibility for those who are interested in participating in key decision-making processes. The tweets that President Donald Trump of the United States sends out on a daily basis, in which he discusses his actions, are not kept secret and are instead made available to the whole public. Each key meeting in which he participated, as well as the themes that were being addressed, he made it possible for his followers to share and retweet the information. According to the findings of a study that was carried out by Strauf (2015), each 9 individual communication, such as a tweet, has a positive influence on the audience's capacity to concentrate on and take in information from visual pictures that are presented by leaders and diplomats. According to the findings of the poll, tweets are the most popular form of social media that attracts the attention of internet users. The message that Trump is trying to convey gets spread out as a result of the fact that his tweets are regularly retweeted. The most efficient way to interact with the general public is through the use of this customisation, which acts as a trustworthy expression of transparency.

### **Disadvantages Of Social Media in Digital Diplomacy**

#### *Image-making Tool*

The requirement that leaders and diplomats routinely update their social media profiles is one of the drawbacks of digital diplomacy. This is because digital diplomacy makes it necessary to



continually maintain the medium. The objective of this is to provide the audiences and viewers with the opportunity to remain up-to-date and to demonstrate, in a roundabout way, their presence and engagement in the use of social media as an intermediary platform in diplomatic relations.

It is generally accepted that leaders and diplomats are utilising social media as a tool to cultivate a favourable public image and attract the attention of the younger generation, which is highly dependent on digital technology. Along with the fact that it takes a lot of time, maintaining social media is considered to be a disadvantage because there are not enough resources available. Diplomats have acknowledged that these two features are the obstacles that they need to overcome in order to maintain their presence on social media. Renken (2014). There is a lot of pressure on the diplomats to look for tools and information that they can share and publish in order to continuously improve their contacts.

### ***Cyber Threat***

Shelke and Badiye (2013) state that social media and networking might give rise to whole new types of criminal activity, which carries with it the risk of consumers being victims of cybercrime. One of the most common types of cybercrime is known as hacking, which involves the use of computer technology by a cybercriminal in order to illegally steal and exploit the personal information and data of certain individuals. According to Rashica (2019), opponents in the diplomatic sphere have the potential to target and breach computer systems in order to get vital information that they may then use to further their own particular goals. When private information is made available to the general public, the situation becomes even more confusing. The online platform known as Wikileaks has gained the reputation of being a whistle-blower on the internet due to the fact that it has successfully released millions of confidential emails and documents.

According to Wolfe (2017), LinkedIn experienced a security breach in 2016, which led to the exposing of 117 million user credentials and the illegal access of those 10 credentials 117 million times. The breach that began in 2012 has resulted in the penetration of the majority of the accounts, which has resulted in the exposure of a broad variety of emails and passwords, which were subsequently sold on the dark web. According to Isaac and Frenkel (2018), Facebook was the victim of a cyberattack in 2018, which resulted in the infiltration of its system and the compromising of the personal information of more than fifty million users. The system included software flaws, which enabled attackers to get unauthorised access to a variety of programmes. These programmes included Instagram, Spotify, and Mark Zuckerberg's accounts, among others. The security breach was the most severe in the fourteen years that the organisation has been in operation, beginning with its founding in 2004. Additionally, to being a violation of the user's right to privacy, this threat also constituted a substantial threat to the economy and the security of the nation.

This cyber threat will have a negative impact not only on the integrity of information but also on persons, residential areas, businesses, and governments. It will also have a damaging effect on the integrity of information. As a result of the detection of this problem, the Critical National Information Infrastructure (CNII) is rendered inoperable. This has repercussions for a wide range of industries, including the government, information and communications technology (ICT), finance, defence, and security, and therefore hinders their operations and capacities. For the purpose of achieving their objective in the realm of cybercrime, the criminals have

perfected their skills to run hardware and software with better efficiency, which enables them to launch attacks on the targets they have in mind. Cybercriminals now have the capacity to exploit any system and disrupt operations from a location that is not revealed, all without leaving any proof behind. This capability has been made possible by the progression of technology and the internet. Cyberspace, where they exploit ideological frameworks, is the principal catalyst for their criminal actions, which include frauds, the propagation of propaganda, and recruiting for terrorist organisations.

In the current environment, the government is seeing cybercrime as an issue that is not traditionally associated with it. In order to accomplish what it sets out to do, it makes use of a wide variety of strategies to take advantage of clients. Phishing is a way that fraudsters employ to take advantage of social media as a platform to victimise individuals. They utilise this platform to coerce users into giving their private and sensitive information through the use of email. The practice of phishing is a deceitful strategy that is used to trick individuals into thinking that con artists are associated with reputable businesses. When the victims are contacted, they will be tricked into responding by clicking on a URL in order to update their personal account information. This will occur after they have received contact. If they click on the link, they will be sent to a fake website that is an exact clone of the real one, complete with the same user experience and algorithms. These are the exact coordinates of the exact location where the victim was found.

### ***Misinterpretation and Judgement***

One further disadvantage of digital diplomacy is the possibility that individuals would misinterpret what is being said. The complicated processes of initially identifying, arranging, and interpreting sensory information are referred to as perception. These processes entail being aware of the information, acquiring and storing it, and linking it to previously acquired knowledge. There is a possibility that it might emerge from the deepest sentiments of a person or that it could be prompted by a group of individuals. The use of social media has become the vehicle via which a variety of impressions, both favourable and negative, are produced in regard to each and every post. Both points of view will have an impact on the users, which will result in a distinct mental process, particularly among the people who follow a well-known social media account. It is also possible for it to function as a tool for someone to foster a specific vision or image of something or someone else.

A tweet was sent out by Michelle Obama, the First Lady of the United States, about the kidnapping of 276 schoolgirls from Nigeria by the Islamic extremist organisation Boko Haram (Manor, 2016). 'Bring Back Our Girls' was the hashtag that she used with the intention of bringing attention to the problem and highlighting the emphasis of the United States government's foreign policy. The tweet, on the other hand, caused a number of readers to express their outrage and provoked criticism directed not just at her but also at the government of the United States. As a direct reaction to the United States' deployment of drones to carry out operations against individuals suspected of being terrorists, users rapidly began using the hashtag "Bring Back Your Drones." Therefore, it is necessary for nations and their ambassadors to respond to the critical statements that were made by the outspoken public. Donald Trump, the President of the United States, has been subjected to a substantial amount of criticism on his various social media channels as a result of all of his recent posts. It is imperative that state leaders and diplomats remain unaffected by the remarks made by users of the internet and exhibit a consistent level of resilience when confronted with difficulties. There is a possibility

that readers will receive misleading and erroneous information via social media. The findings of research have demonstrated without a reasonable doubt that during times of crisis, misleading information is routinely disseminated through social media networks. There were several tweets that were published and shared in response to the disaster accident that occurred in Japan in 2011. These tweets were sent out even after the victims had been rescued. During a crisis, there is a chance that tweets and postings will propagate information that is not accurate on the location of crises and hazards. This kind of sharing and uploading has the potential to make things more complicated for the performers, rescuers, and even the general public, as these persons also rely on social media for the purpose of receiving information. As one of the potential repercussions, the rescue operation might experience a delay in its reaction time, which could put the safety of both the first responders and the general public in jeopardy (Lindsay, 2012).

As a consequence of this, the government and organisations linked with it need to devise regulations and procedures governing the examination and interpretation of the information that is accessible, while dismissing assertions that are wrong. These tweets have not only generated worry among the people of Malaysia, but they have also created an opportunity for adversaries to launch cyber assaults against the country.

Without a shadow of a doubt, the introduction of Internet technology has brought about a revolution in human conduct in the field of international relations. Additionally, it has had a significant impact on the path that states have taken in their progression towards modernity. A non-state actor, which is a significant newcomer in the realm of global politics, has forged alliances that are distinct from the conventional geopolitical and strategic plan that is based on the state. For the purpose of demonstrating their power conceptions, states will evaluate their status in comparison to other states by using information control as global expansion and technological advancement unfold.

## Conclusion

The utilisation of telecommunications platforms, which offer a method to acquire instant replies from other parties through a communication channel, has been acknowledged as a component of the revolution in diplomatic relations. Within the realm of media broadcasting diplomacy, there are two distinct categories of communications: those that are sent through channels that are controlled by the government, and those that are influenced by the government. The use of this technique of communication provided reassurance that the diplomatic message would be transmitted through the diplomatic channel in order to engage with national governments of other countries.

The use of the method of video conferencing as a form of diplomacy among leaders is conducive to the advancement of progress. By undertaking this attempt, the costs associated with making lengthy travels have been reduced, and it has also become more efficient in terms of time. With the help of this technological breakthrough, leaders and diplomats now have access to a practical platform that may improve the quality of diplomatic contacts and discussion sessions. In addition, it is essential to take into consideration the proposed agendas or agreements that would be beneficial for both countries, rather than coming from a position of being unconditional and biased. It is imperative that the negotiation of the deadline be carried out while maintaining the level of diplomatic momentum. When it comes to the recommendation, it is advised that future research should investigate the impact that social

media has had on the diplomatic connections that exist between the United States of America and China, with a particular emphasis on the United States.

As a result of the effects of the wars that characterised the Cold War, a great number of countries, particularly those in the ASEAN region, are likely to experience instability. As a result, using social media into diplomatic efforts might potentially lessen the negative impacts on the nation that is being affected, or at the absolute least, strengthen stability. For the purpose of fostering global connections, digital diplomacy is a powerful instrument in the field of international relations. The Internet of Things (ICTs) are tied to the worldwide revolution in technological growth as well as the globalisation of the Internet. As a consequence of this, there is a significant dependence on diplomatic contacts between state and non-state actors in the organisation of society.

All users, regardless of whether they are leaders, diplomats, or regular people, are subject to a significant amount of influence from the digital platform, either directly or indirectly, as a result of their access to the huge digital universe. The introduction of Internet technology has, without a doubt, brought about a change in the manner in which humans interact with one another on a worldwide scale and has affected the path that nations have taken towards a more modern environment. The traditional concept of states, which is founded on a geopolitical and strategic framework, has been challenged by the formation of alliances that vary from the conventional understanding of states. Recently, non-state actors have emerged as a prominent role in international politics. For the purpose of demonstrating their power conceptions, states will evaluate their status in comparison to other states by using information control as global expansion and technological advancement unfold. People use social networking sites on a regular basis, and it is a tool that is quite helpful to everyone.

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