

## Mastering Digital Diplomacy

*Lisbon (Portugal)*

*11 - 15 November 2024*

UK Training

**PARTNER**



## Mastering Digital Diplomacy

Code: PR28 From: 11 - 15 November 2024 City: Lisbon (Portugal) Fees: 4400 Pound

### Introduction

In today's digital age, diplomacy has evolved beyond traditional face-to-face meetings, integrating digital platforms and tools into diplomatic practice. This course explores how diplomats and international organizations employ digital communication to shape foreign policy, connect with global audiences, and manage international relations effectively. By the end of this course, participants will gain a comprehensive understanding of digital diplomacy, including its definition, benefits, and challenges.

### Course Objectives

- Understand the fundamental concepts and tools of digital diplomacy.
- Learn to effectively leverage social media and digital platforms for diplomatic communication.
- Analyze successful case studies in digital diplomacy.
- Develop strategies for engaging diverse global audiences online.
- Master crisis communication and digital reputation management in diplomatic contexts.

### Course Outlines

#### Day 1: Foundations of Digital Diplomacy

- Overview: Traditional diplomacy vs. digital diplomacy.
- The rise of digital diplomacy in international relations.
- Key tools and platforms social media, blogs, websites, etc..
- Ethics and confidentiality in digital communication.
- Digital literacy for diplomats.

#### Day 2: Social Media and Public Diplomacy

- Using social media for foreign policy messaging.
- Engaging global audiences through platforms like Twitter, Facebook, and LinkedIn.
- Managing official diplomatic social media accounts.
- Monitoring and analyzing the impact of digital communication.
- Case studies: Successes and challenges in digital diplomacy.

#### Day 3: Digital Diplomacy Strategy

- Developing a comprehensive digital diplomacy strategy.
- Tailoring messages for diverse cultural contexts.
- Utilizing multimedia content videos, infographics to enhance messaging.
- Collaborating with other governments and international organizations online.

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- Building and sustaining digital communities and networks.

#### Day 4: Crisis Communication in Digital Diplomacy

- Managing crises using digital platforms.
- Addressing misinformation and countering fake news.
- Case studies of crisis management in digital diplomacy.
- E-diplomacy in conflict zones.
- Sustaining credibility during online crises.

#### Day 5: The Future of Digital Diplomacy

- The impact of artificial intelligence and automation on diplomacy.
- Exploring the potential of virtual reality in diplomatic engagement.
- Navigating challenges and risks in the evolving digital landscape.
- Cybersecurity considerations in digital diplomacy.
- Crafting a long-term digital diplomacy strategy.

#### Conclusion

This course emphasizes the significance and benefits of digital diplomacy in the changing landscape of international relations. As part of pathways for a Master's in Diplomacy, this program reflects how integrating digital communication technology into diplomatic practices is crucial for success. Whether you are pursuing a Master's in International Relations or seeking to understand the types of digital communication, this course provides the necessary tools and knowledge to thrive in the realm of digital diplomacy.

Explore the world of e-diplomacy and become part of the future of international relations by joining this digital communication course!

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