

Public diplomacy effort across Facebook: comparative analysis of US consulate in Erbil and Kurdistan representative in Washington

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بون به دهولت ثيوستي هتولي ديئلوماسي هتية بو ئهتوي ئالتشتي
نيودهولتي بهتست بهيني.
ترسي دهولتي كوردي ختونه؟ يان بوتة ختم؟

ثارتني خوي به خاوتني ترسي دهولت دادتني و بانطهتشي دهولت دتكات.

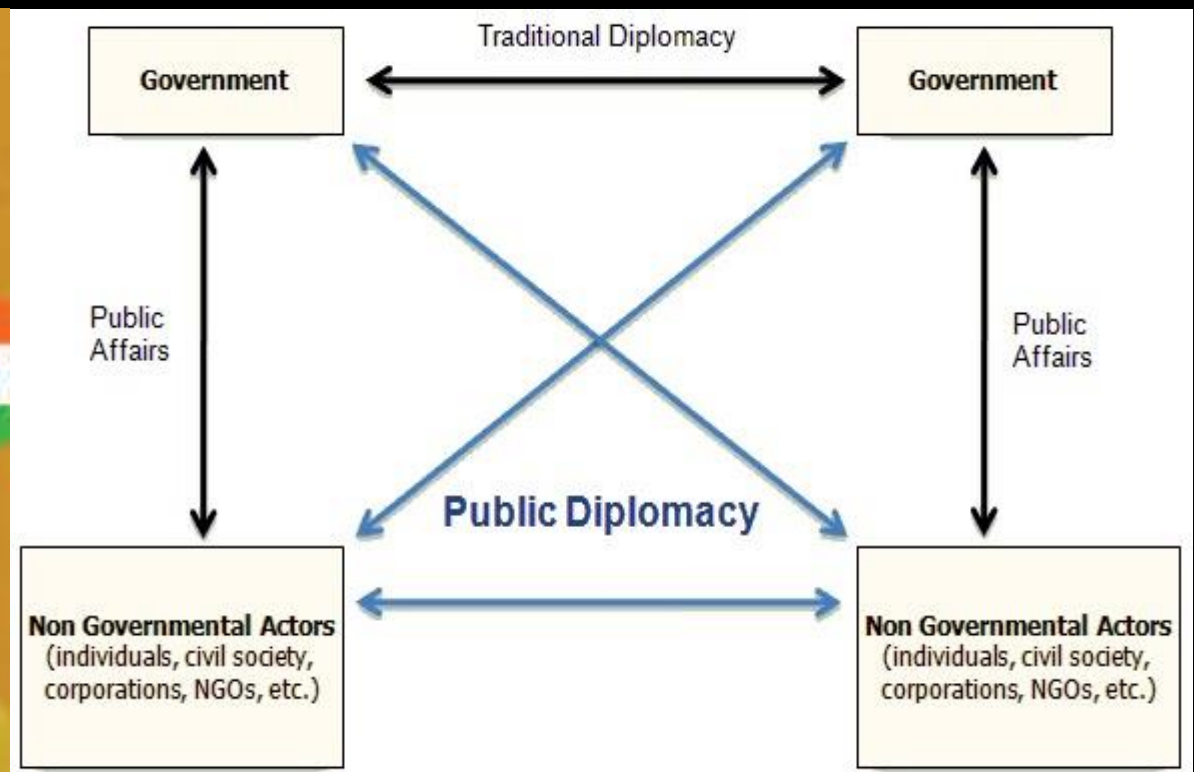
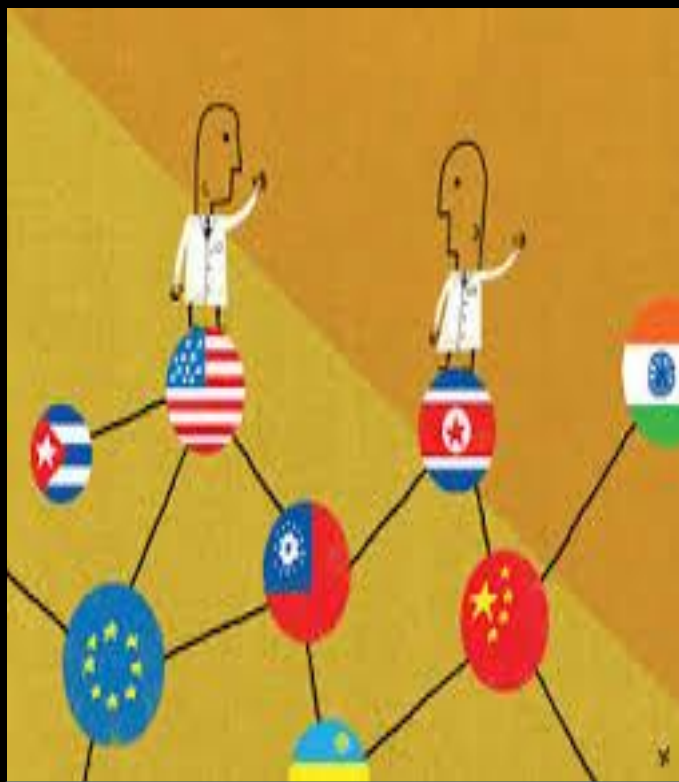
طوتاري باقي ثارتتكان جتخت لتسقر نقرهخساندني دهولت دتكتن

تويذتر: كتواتا كيشتي هتردوو ضوتاركة كات _ بتواتايتكي تر ثيوستتدهتكات
شيكاريهك بو هتولة ديئلوماسيهكاني كورد بكتين كتايا بهشيهتويكي خوازراو
كار بو ئتم ترستدهتكريت؟

طريمانتي تويذينةوة:

هتريمي كوردستان لة ئاستي ناوخو دامتزاووي ثيوه ديار نيه بويه لة
ئرسی
ديتلوماسي و سياستتي دةرووش ناتەندروست کار دەکات.

ناتەندروستي سياستتي دەرەوہ ئامادەيەکە بو ناتەندروستي لة
طرتنەبەري ميکانيزم و ميئوديکي زانستي و ستاندارد لة
هتولأە ديتلوماسيةکان.



Sharp & Wiseman (2012) argue that Public diplomacy 'today has become an instrument used by **associations of states, sub-state and non-state actors to understand cultures, attitude and behavior; to build and manage relationships; and to influence thoughts and mobilize actions to advance their interests and values**' (p.119).



فيسبوك بوقة يةك لة طرنطرين ئامرازةكاني ديلؤماسيةتي
طشتي. لة بوارى :

branding nation, lobbying, and culture exchange and
expanding and building good relationships.

Public diplomacy has four core concepts: **understanding;**
planning; engagement; and advocacy Gregory, (2011: 355)

This communication model essentially follows one-way communication and practiced under press agency model (propaganda) Nicholas, O'Malley & Williams 2013; Iyer, 2002).

Social media has provided to change one-way communication to two-way communication and this can enable nations to attract and engage with foreign public more effectively (Hartig, 2015).

In Obama's administration, public diplomacy confined with diplomacy and organisationally became activities within Department of State (Gregory, 2011, Sharp & Wiseman, 2012 & Wiseman, 2015) .

بؤضي ئەم تويدينەوۆيە دەكەين

يەكەم: ئيودانطي ئاساتي هەوۆلە ديئووماسيەكاني نوينەرايەتي كورد لە
طرنطرين ولاتي دنيا... زامني كردني ئالئشتي ئەمەريکا ياني
بەدەستەيناني زورولاتي تر.

دووەم: ئيودانطکردني دئووماسيەتي طشتي ئەمەريکي لە کوردستان
يارەمەتي مائەدەدات تيبطەين لەقوۆي تاضەندە ئيمە باي ئەقوۆي بە ئامانج
بيطيرين.. لە تاي تەرازويان بەنرخين

وەرطرتي ئەمەريکا يارمەتيمان دەدات لە بەدەستەيناني ئيودانط،
ضونکە لە بنەرەتدا بابەتکە نوێ:

(Fisher, 2010, Gregory, 2011)

There are several factors that control the utilizing of public diplomacy such as **tools, methods, organisational culture and structure, the identity, and the experience** of the public diplomacy practioners, which lead to representing the performance fundamentally.

Public diplomacy can be used by small, medium and large states, sub-state, and non-state actors apart from the political, cultural and structural backgrounds of them (Gregory, 2011).

Conceptual framework

Networking Diplomacy Across Facebook

Nation Branding and Public Diplomacy

Social Media Contribution in Public Diplomacy : *Agenda*
– Setting, Presence Expansion , and Engagement and Conversion Generating

Networking Diplomacy Across Facebook

The responsibility of diplomats are: (1) representing their countries in the host countries; (2) negotiation on behalf of their home countries; (3) reporting; (4) protecting the interests of their home countries including citizen's interests in the host countries (Aneek, 2010)

According to Goff (2013) network diplomacy has become better 'player than club diplomacy, is flat rather than hierarchical, engage in multi form of communication beyond merely written, it is more transparent than confidential, and its consumption, takes the form of increased bilateral flows interested of formal signing ceremonies' (p. 429).

In line with this, networked diplomacy allows the government and diplomats to create new communities and build relationships with foreign publics, foreign institutions, whether governmental or non-governmental, particularly across social media (Park & Lim 2014; Buckle, 2012; Dale, 2009).

Nation Branding and Public Diplomacy

The phrase nation branding, as a term, was first used in 1996; and it is attributed to **Simon Anholt** the British scholar and consultant (Kaneva, 2011). Anholt determines the nation branding 'as a perceptions of people about country which is based on **tourism, exports, governance, investment and immigration, culture and heritage**, and people' (Renken, 2014, p.7).

'Nation branding' is a new term for 'Public Diplomacy' through the way that public diplomacy relies on nation branding strategy (Fitzpatrick, 2009; Szondi, 2008). In this respect, van Ham (2008) argues that both concepts use the same tool to achieve the same objectives and goals



Freedom, Equality, Democracy , Human Rights



(1) exporting the oil and natural gas which secures the world energy, (2) highlighting democracy practice which seems a unique comparing to the more countries in the Middle East, (3) fighting terrorist groups and Kurdish Peshmerga who are appreciated internationally due to who fight the ISIS successfully, (4) the humanitarian helps that provided to displaced people in the rest of Iraq and accommodating Syrian refugees, (5) religious equality .

Social Media Contribution in Public Diplomacy : *Agenda – Setting, Presence Expansion , and Engagement and Conversion Generating*

- Inform own people in the host country
- Inform local people
- Inform local public about the different activities of the mission
- Spread country's culture
- Inform local public about own policy
- Commemorate international days
- Create a dialogue with the local public
- Coverage of help's program provided
- Promote investment
- Others

Methodology: Content Analysis

Results

	USA		KRG		statistical analysis	
	F	%	F	%	<i>df</i>	<i>sig</i>
Blogs	121	89.6	10	10.4		
Likes	51838	99.8	61	0.2	133	.000
Comments	2789	100	-	-	?	?
Share	721	99.7	2	0.3	?	?
Follows						

Language used	USA		KRG	
	F	%	F	%
Kurdish	20			
English	6		14	
Kurdish and English	92			

Values	USA		KRG	
	F	%	F	%
Freedom	1			
Equality	18		-	
Democracy	2		-	
Human Rights	16		2	
Exporting the Oil and Natural Gas				
Practice of Democracy	2		-	
Fighting Terrorist Groups	14		4	
Humanitarian Helps	16		2	
Religious Equality	5		2	
Others	59		8	

Agenda	USA		KRG	
	F	%	F	%
Inform own people in the host country	-		1	
Inform local people	38		1	
Inform local public about the different activities of the mission	14		-	
Spread country's culture	9		-	
Inform local public about own policy	14		4	
Commemorate international days	3		-	
Create a dialogue with the local public	-		5	
Coverage of help's program provided	24		3	
Promote investment	-		2	
Non relevant	-		2	