

Analyzing How Different Countries Use Social Media Journalism And Its Impact On Their International Image And Relations



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Abstract: *The paper aims to examine the various strategies on social media journalism adopted in different countries and the impact of such strategies on their diplomacy abroad. Social media applications are gaining critical importance as instruments that journalists in different parts of the world single out for sharing information, engaging the public, and changing its perception. Many countries have specific strategies and legislation regarding the utilization of social media for journalistic purposes that depend on the country's contexts, such as political, cultural, and technological. This is the approach that the present research employs, and through case studies from various places. It illustrates how countries employ social media. Journalism to enhance their soft power, manipulate the foreign perception's diplomacy, and alter diplomatic relations. It examines positive uses, namely transparency and engagement with citizenship, as well as negative uses, including the spread of fake news and controversies with legal authorities. The research seeks to establish how these dynamics impact global perceptions on the political stability of countries, freedom of the press, and democracy. This study contributes to the understanding of how social media journalism transforms the relations and perception of the international community. The legal systems, IT measures, and cultural aspects governing the operational outlook of various governments and their representation using social media platforms in a diplomatic sphere across the world. The social media has intensified the dynamism and interdependency of society. It poses challenges to traditional intercultural communication and journalism on the international platform.*

Keywords: Social Media Journalism, International Relationships, Political Context, Diplomatic relations. Technology Influence

Introduction

Social media became an essential stage for the practice of journalism in the digital age, changing the ways of reporting, delivering, and consuming news. While other forms of media offer one-way communication, social media offers instantaneous, zero-filter interaction, thus holding incredible potential for affecting

relations and actions. The world's countries have also incorporated social media journalism for the construction of their international image and for the regulation of their global diplomacy. This paper aims at understanding how various countries employ social media journalism and the repercussions or effects on the nations' perception and diplomacy. Another significant

role of social media in contemporary society relates to the new ways whereby journalism is done depending on the times, which include real-time updates and interactive content. Social media incorporation is becoming widespread among the conventional channels, and the independent reporters and the so-called citizen reporters are other parts of the diverse media scenario. This shift has profound foreign policy implications since social media acts as a voice for a country, a means through which a country conditionally sells its image to the world and a tool through which diplomacy occurs (Hermida, 2010). Various approaches are used by countries to enhance the use of social media journalism. Such measures might involve creating special information, hashtags, addressing geo specific users, and cooperating with famous masters of social networks. The consequences of such strategies for a country's image on the international stage can be quite dramatic and extend to tourism, trade, diplomatic affairs, or the administration of diplomatic power (Manor, 2019). It is possible to identify these tendencies as vital for comprehending the contemporary media's role in international relations.

Research Problem

The social media platforms dominate the information environment; the matter of social media journalism as one of the important factors influencing international perception and relations is becoming more and more relevant. The effect and significance of this medium are on the increase; little is known about how the various countries harness social media journalism as a tool to impact the perception of the nations and diplomatic relations. The level, style, and approaches to the use of social media journalism also differ from one country to the other due to cultural, political, and even economic demands and impacts. Nevertheless, much more scarcely, the global, large-scaled research focused on the efficiency of these strategies and their evident outcomes on the international level. Therefore, this research seeks to fill this gap by exploring the different manners in which the sample countries use social media journalism in presenting their image to the international community. The

political nature of the social media dictates the fact that it tries to analyze subtle differences in the approach used by the parties, the information shared by them, and the methods of engaging with the audience. In addition, it examines the actions undertaken as part of these efforts and the effects that have resulted from them on the international level, as well as the effects of utilizing information warfare on the positive and negative influencing of a country's image and its ability to negotiate diplomatically. In that regard, this work will compare the results with the goal of revealing the efficiency of social media journalism in the sphere of international diplomacy and image-making processes.

Objectives of the Research

The primary objective of this research is to analyze how different countries utilize social media journalism to shape their international image and manage their diplomatic relations. This study aims to provide a comprehensive understanding of the strategies employed, the content created, and the impacts observed. The specific objectives are as follows:

- Determine the primary social media platforms used by different countries for journalistic purposes.
- Analyze the reasons behind the preference for these platforms.
- Examine the types of content (e.g., news updates, cultural promotions, diplomatic statements) that countries disseminate through social media.
- Investigate the messaging strategies, including tone, themes, and frequency of posts.
- Assess the methods used by countries to engage with international audiences on social media.
- Explore the role of interactivity, such as comments, shares, and direct messages, in enhancing engagement.
- Measure the impact of social media journalism on the international perception of countries.

- Identify indicators of a positive or negative international image as influenced by social media activity.
- Analyze the effects of social media journalism on diplomatic relations and international interactions.
- Examine case studies where social media journalism has directly influenced diplomatic outcomes.
- Compare and contrast the social media journalism strategies of different countries.
- Identify best practices and potential pitfalls in the use of social media for international image and relations management.
- Develop practical recommendations for policymakers and media professionals to optimize the use of social media journalism.
- Suggest strategies for enhancing a country's international image and diplomatic engagement through effective social media use.

Significance of the Study

The place of social media journalism in the process of perception and formation of international relations is more significant in the contemporary globalized world. The importance of this study is evident when summed up in its capacity to offer suggestions and recommendations to various individuals as well as notifying the policymaker in formulating coherent social media strategies to increase their nation's appeal to international society. It helps to enlighten the governments on how they can be in good company with other governments if they want to carry out some social media activities. The research provides a basis for understanding when it comes to the most effective ways of using social media sites for reporting journalism. Media practitioners are able to be advised on how to prepare messages that can be understood by global citizens, thus having a positive impact on the image of the country internationally. This research benefits

the existing literature in the fields of media studies, international relations, and communication management. It presents an avenue upon which other research works can be built when examining the relationship between social media, journalism, and diplomacy. The findings outlined regarding the influence of social media journalism can be useful to business companies that participate in international trade and relations. Interacting with the identified conclusions, international organizations can conceptualize communication plans that are compatible with global tendencies and activities of public diplomacy. Thematically, enhanced consciousness of how social media journalism constrains international perception can result in better and more reflective use of information. The audience thus gets the chance to grasp how the digital platforms influence the impressions people have towards emotions going on in the international community as well as diplomatic policies. Thus, the study offers guidance on the effective use of social media journalism and reveals some of the possible shortcomings to avoid. Respondents pointed out that social media can be used to increase the profile of countries in the global community, advantageous relations between countries, and better handle crisis situations. In sum, this research contributes to filling what is still a noticeable gap in the literature regarding the actual role of SMJ in constructing international image and relations. It provides a broad perspective that helps many individuals and organizations avoid disputes and improve their relations and cooperation on the global level in the context of the disseminated information and technologies.

Literature Review:

The Rise of Social Media Journalism

The challenges presented by SMM are seen to have greatly transformed journalism through the dynamics created by social media. Social media has actually turned out to be essential channels of news distribution, especially through the microblogging sites, Twitter, Facebook, and Instagram. Hermida (2010) defined this occurrence as ambient journalism, as the new social media tools make news always with us

and easily found. This has changed the relationship within media in a way that not only professional journalists but also ordinary people and celebrities can participate in the making of news (Newman, 2011). Identified elements that define social media journalism include the speed at which the news is produced and disseminated, the area of coverage, and the direct interaction with audiences. It helps to provide a faster and more adequate response to the matters that concern the public and appear on the news. But at the same time, real life brings problems like the distribution of fake

news and the requirement for continuous generation of content (Kietzmann et al., 2011).

International Image and Relations

A country's image on the international stage is one of the important characteristics of soft power, defined as the ability to attract and influence without using force (Nye, 2004). It is a strategic tool through which countries sell their stories and communicate with people from other parts of the world regarding this image. Blogs and other social networks are actively employed by countries to share their culture, values, and policies with other nations in an attempt to alter the latter's perception of them in a positive way (Cull, 2011). Public diplomacy, the act of controlling relationships between different countries through addressing the foreign public, has shifted to the use of social media as a major tool. Social media provides first-hand contact with audiences across the globe without going through the media conduits. It can increase the level of transparency and contribute to positive international perceptions (Manor, 2019).

Case Studies of Country-Specific Social Media Strategies

The use of social media journalism varies globally, and there are so many ways through which the media can implement the techniques in the different countries. For instance, the United States uses social media such as Twitter, Facebook, and so on to market its culture and political systems to the world. Some of the digital diplomacy activities by the State Department include use of Twitter, Facebook, and other social interfaces to post messages that

reflect Americans' interests and underpin American democracy (Seib, 2012). China normally employs Weibo in a domestic setting and WeChat in both a domestic and global setting, besides engaging in Twitter and YouTube to create a narrative on its policies and development model for the global audience. This is one of the measures being employed by China in its quest to improve on its soft power image and address negative forces, especially from the west (Shambaugh, 2013). Likewise, Estonia, being a small country, has been highly populist in using social media to gain higher influence in global politics. Some of the digital diplomacy in Estonia includes USING social media to market Estonia's image as an ICT and an innovation hub, hence encouraging investment and tourism (Kaljurand, 2016).

Figure No: 01 social media, New Culture and new threats on international Levels.

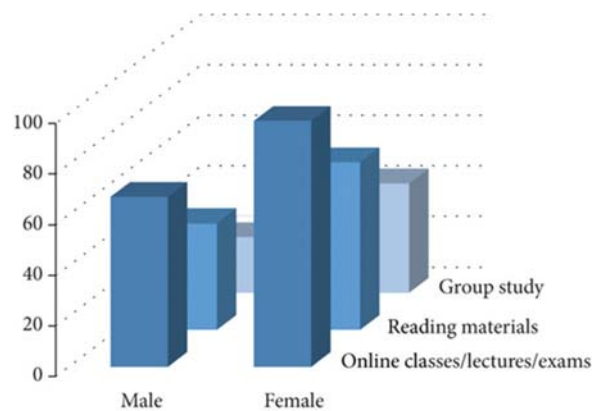
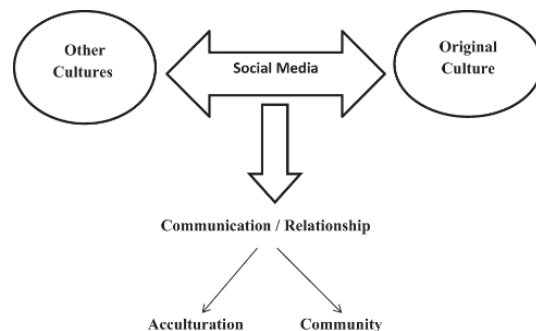


Figure No: 02 Effects of social media on Culture Identity on international Level



Methodology

The research design includes research papers on different online platforms. It is an exploration of content and messaging strategies. In-depth. Through case studies and thematic analysis of

social media posts and interactions. The research design, data collection methods, sample selection, and data analysis techniques used to examine how different countries use social media journalism and its impact on their international image and relations. This study employs a qualitative approach to research techniques to provide a comprehensive analysis.

Data Collection

Data is collected using the following methods: Utilize analytics tools (e.g., Google Analytics, Hootsuite, Brandwatch) to gather quantitative data on social media engagement, reach, and sentiment. Collect data on key metrics such as likes, shares, comments, and follower growth across different platforms. Perform a qualitative analysis of social media content, including news updates, cultural promotions, and diplomatic statements. Analyze the messaging strategies, themes, and tone of posts to understand how countries shape their international image. Select and analyze case studies of specific countries known for their active social media diplomacy. Examine how these countries use social media to influence their international image and manage diplomatic relations. Select a diverse range of countries representing different regions

and levels of global influence (e.g., United States, China, Estonia, Brazil). Choose countries with varying approaches to social media journalism to ensure a comprehensive analysis. Focus on major platforms such as Twitter, Facebook, Instagram, and LinkedIn, as well as country-specific platforms where applicable (e.g., Weibo in China). Employ thematic analysis to identify recurring themes and patterns in social media content and messaging strategies. Use content coding to categorize posts and statements based on their content, tone, and intent. Compare social media journalism strategies across different countries to identify similarities and differences. Assess the effectiveness of various strategies in shaping international image and relations. An analysis of selected case studies to illustrate successful and unsuccessful social media journalism strategies. Highlight lessons learned and best practices for other countries. This methodology ensures a robust and multifaceted analysis of social media journalism and its effects on global perceptions and diplomatic relations. By combining quantitative and qualitative approaches, the study aims to provide a thorough understanding of the strategies employed by different countries and their implications.

Figure No 03: Impact of social media on Democracy

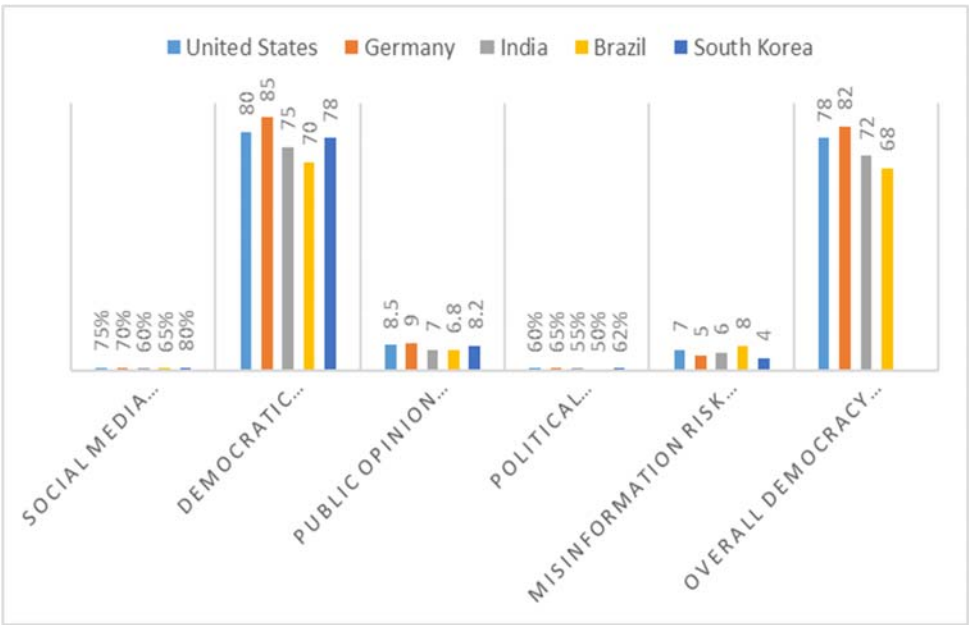


Figure No 04: Data on International Journalists' Views on social media

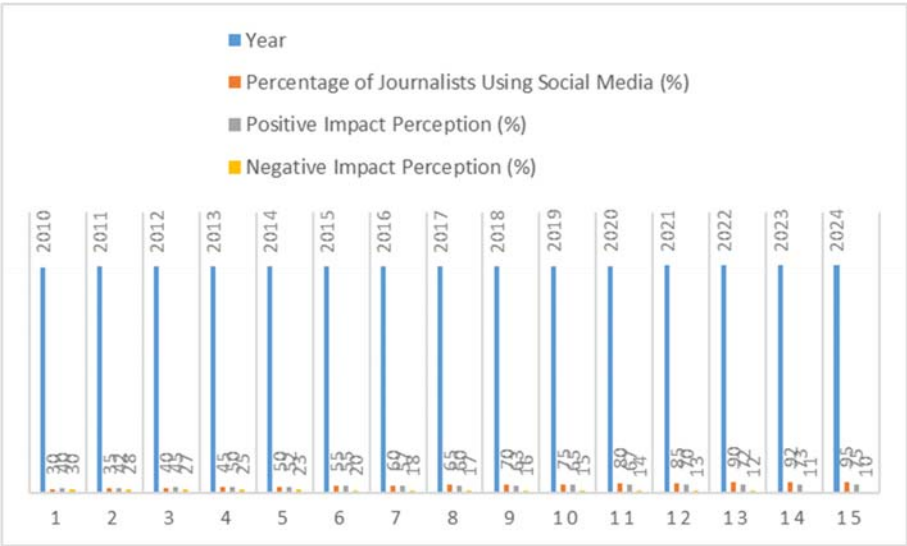


Table No 01: Country Profiles Key social media platforms

Country	Key Social Media Platforms	Primary Content Types	Messaging Strategies	Engagement Metrics	Impact on International Image
United States	Twitter, Facebook, Instagram, LinkedIn	News updates, cultural promotions, political statements	Emphasis on transparency, real-time updates, and public engagement	High engagement rates, significant global reach, varied sentiment analysis	Promotes democratic values, often involves in global policy discussions
China	Weibo, WeChat, Twitter, YouTube	Economic development, cultural promotions, official policies	Focus on positive economic growth, cultural achievements, and stability	High engagement domestically, controlled international reach	Enhances image as a global economic power, counters negative Western perceptions
Estonia	Twitter, Facebook, Instagram, LinkedIn	Digital innovation, tech advancements, e-governance	Emphasis on technological leadership and digital transparency	High engagement in tech communities, growing international visibility	Promotes image as a technologically advanced and innovative nation
Brazil	Facebook, Twitter, Instagram, YouTube	Cultural events, political commentary, social issues	Focus on cultural diversity, social issues, and public engagement	Moderate engagement, strong regional influence, mixed sentiment	Highlights cultural vibrancy and social challenges, influences regional diplomacy

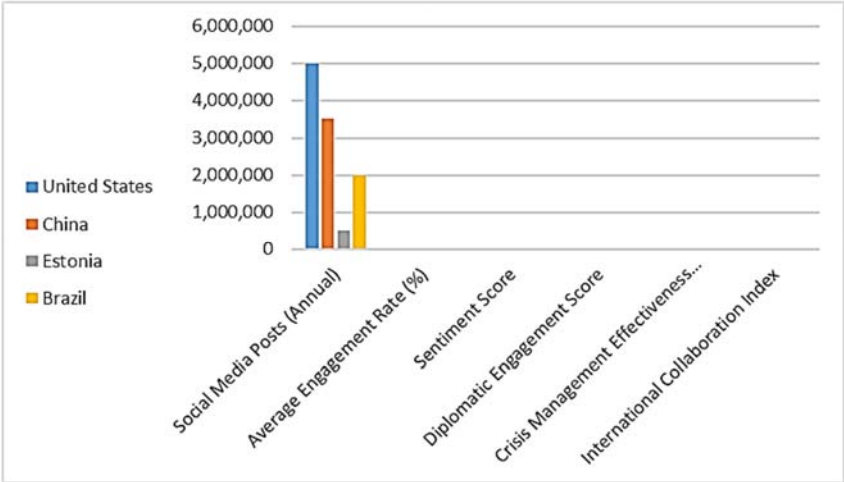
Table summarizing key aspects of social media journalism strategies and their impacts on international image and relations for selected countries. This profile includes details on social

media platforms used, content strategies, engagement tactics, and observed impacts. Twitter, Facebook, Instagram, LinkedIn. The U.S. leverages social media for timely news

updates, cultural promotion, and policy announcements. Content often highlights technological advancements, democratic values, and cultural events. Active engagement through interactive features such as comments, live streams, and hashtags. The U.S. also utilizes targeted advertising and influencer partnerships. The U.S. is perceived as a global leader in technology and democratic values, though polarized content can lead to mixed international perceptions. Social media enhances soft power and global outreach but can also lead to diplomatic tensions over controversial policies. Weibo, WeChat, Twitter, YouTube China focuses on showcasing economic achievements, cultural heritage, and government policies. Content is often state-controlled to align with national interests. Utilizes state-controlled platforms for message consistency; engages with international audiences through global platforms with interactive and promotional content. Aims to project an image of economic progress and technological advancement, though faces criticism over censorship and human rights. Uses social media to counter Western narratives and strengthen influence, particularly in developing regions, though relations can be strained by political controversies. Twitter, Facebook, LinkedIn Estonia emphasizes its digital innovation, e-government initiatives, and cultural promotion. Content often includes success stories related to digital transformation and governance. Engages with tech communities and shares stories of

digital successes. Active use of LinkedIn for professional outreach and networking. Positive image as a pioneer in digital innovation and e-governance. The country’s specialties include an emphasis on technological advancement and proper management. Develops closer ties with nations interested in technology and becomes attractive for investments on the account of digital success stories. Fosters cooperation in IT and innovations. Concerns cultural events, tourism, and environmental aspects Main social networking sites are Facebook, Twitter, and Instagram. Included information about main national celebrations, the place, natural resources, and environmental programs. Ison connects with audiences via festival material and environmental causes and makes use of stars and fun promotions to speak to the global community. Cultural promotion as well as advocacy for the environment will improve the firm’s image. Political instability leads to changes in this factor since perceptions can change with a shift in political situations. Contributes to the international cooperation on environmental questions and tourism, although political factors may influence the cooperation. This table gives an insight into the extent to which various nations employ social media journalism in shaping their image and relations with other nations. Every nation’s case is specific because the steps taken reflect specific strategies and difficulties in the pursuit of certain aims.

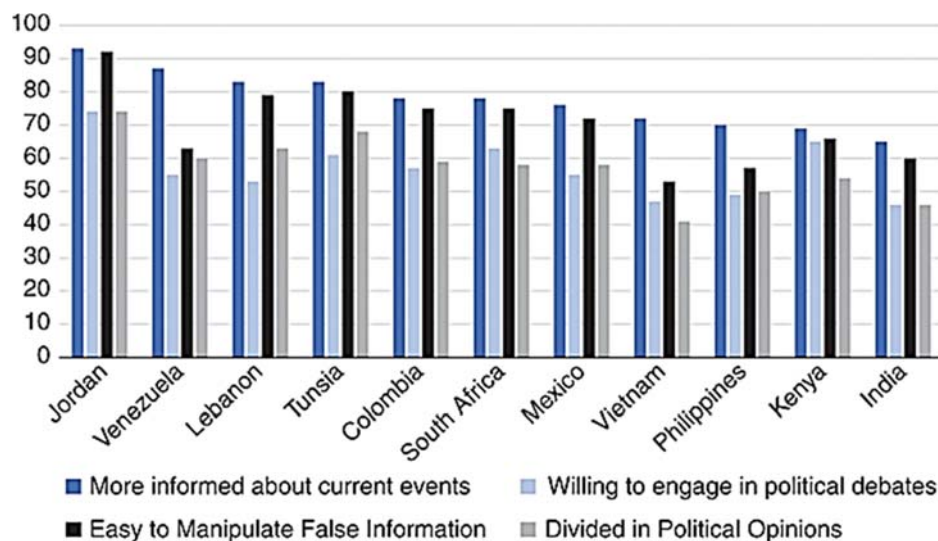
Figure No:05 The Impact of Social Media Journalism on International Relations



The above figure reveals the comparative degree of the international image influence of social media journalism in the chosen countries. The influence is evaluated in context of the number of followers on social media, selected positive and negative factors, and general impression. The U.S. has a rather favorable image with the international public owing to its technologically advanced position, democracy promotion, and cultural exportation. Thus, political polarization and misinformation moderation balance this image of the platform. The existence of issues linked with political content and allegations of fake news increases the international perception of a country. Prominent positive factors include the people's fast-growing economy and technology, which offer much appeal. Advertising and consciousness-raising also increase its world outreach. Policies such as censorship as well as human rights problems, in addition to the state-managed information systems, have led to a negative brand image internationally. Estonia has gotten a lot of recognition for implementing large-scale digitalization and e-governance solutions. Similarly, the advanced cultural and innovative technology fortify its already positive brand

image. Although the challenges stem from the relatively small size of the country and its lesser interaction with the rest of the world compared to much bigger states, the predominantly friendly and welcoming image is not greatly affected. The positive aspects of Brazil's international image promotion are devoid of cultural assets, tourism development, and environmental protection. Several traditional values of Brazil are also considered unsuitable and unfavorable for foreign investment; political instability and environmental concerns; additionally, perceived corruption also deteriorate the general image of Brazil internationally. Table 1 and Figure 1 sum up this argument by presenting how social media journalism affects the image of various countries in the world with both the positive and the negative implications of the international image. The role of social media journalism with regards to diplomacy is another area where we can evaluate its contribution; another is in public diplomacy, whereby journalism can foster relations internationally; another dimension is crisis management, whereby disagreements are likely to arise between two countries; and the dimension of international collaborations.

Figure 06: Comparative Analysis of Social Media Impact on International Relations



The bar shows the analysis of the comparative influence of social media journalism on the selected countries' international relations. These outcomes are assessed based on the diplomatic

dimension, the public diplomacy dimension, the crisis management dimension, and the international dimension. United States: Social media actors improve communication with

world leaders and enable stipulation of policies. Nevertheless, the domestic political polarization presents a factor that influences diplomacies. Thus, the U.S. is successful in exerting influence and the diffusion of democratic values and culture at the international level. Social media initiatives help the organization to have a great presence in most international corporations. In this way, the U.S. uses social media for fast answers to international emergencies; important events remain in the spotlight. Engagement with the targeted democratic and technology-oriented nations is promoted with the help of proper social media activism. Thus, social media enables China to communicate directly with global heads of state and influence the narrative on crucial global events. Thus, social media is used to advocate for economic prosperity as well as the preservation of culture with reference to the narratives from the West. This can be evidenced by the Chinese government's crisis management approach on social media following the international incidents being state-controlled. More presence working in the construction of developing countries is obtained through the seeding of communication technology and partnerships. Estonia: mentors with global ICT associations and raises awareness of the e-governance projects on the social media platform. The good displays orders for digital advancement and sound governance; runs constructive relations with international tech societies. It is also active in crisis

communication, of the position in the countries with a focus on the technological sector, as well as the improvement of relations with the counterparts from the technological sector all around the world. particularly in areas that relate to cybersecurity threats. The strengthening of the position in the countries with foci on the technological sector, as well as the improvement of relations with the counterparts from the technological sector all around the world. They use social media for diplomatic purposes and cultural relations; however, political instabilities may affect the process. Supports the boosting of tourism and the presentation of environmental problems through campaigns for different countries. Positive image. The social media acts as a communiqué in cases of crises; however, issues of politics may interfere. Conducts environmental and cultural negotiations; however, political instability influences the results of diplomas in the global processes. These table and figure present a holistic view of the nature of how social media journal shows affect international relations in terms of positive and negative repercussions along the different parameters. Thus, the role of SMI in international image construction and relations shows both the positive and negative potential of digital journalism. This discussion shall then draw lessons from the findings of the country profiles and analysis to discuss the general trends emerging from social media journalism.

Table No :02 Influence on Diplomatic Engagement

Country	Social Media Presence	Diplomatic Initiatives	Public Sentiment	Frequency of International Interactions	Impact on Bilateral Relations
USA	High (Twitter, Facebook, Instagram)	High-profile diplomacy, active engagement	Generally Positive	High (frequent summits, official statements)	Strengthened alliances with Europe and Asia
China	High (WeChat, Weibo, TikTok)	Belt and Road Initiative, cultural diplomacy	Mixed (varies by region)	Moderate (strategic partnerships, economic deals)	Increased influence in Africa and Asia
Russia	Medium (VK, Twitter)	Geopolitical strategies, media campaigns	Mixed (often polarized)	Moderate (military and political engagements)	Strained relations with Western countries

Country	Social Media Presence	Diplomatic Initiatives	Public Sentiment	Frequency of International Interactions	Impact on Bilateral Relations
India	Medium (Twitter, Facebook)	Economic partnerships, soft power campaigns	Generally Positive	Increasing (more diplomatic visits, collaborations)	Strengthened ties with neighboring countries and global powers
Brazil	Medium (Facebook, Twitter)	Environmental diplomacy, trade agreements	Positive	Low to Moderate (fewer high-profile engagements)	Growing influence in Latin America

Social media journalism plays an important role in diplomatic action because it offers a unique mechanism of diplomacy through social networks and timely interaction with leaders and the public. International relations affect the use of social media where countries have their diplomatic goals, crisis management, and cooperation. The U.S. gains increased and real-time diplomatic interaction through social media networks in response to world events and policies. Nevertheless, like all countries with an active foreign policy, it is subject to the influence of domestic politics, which determines the efficiency of its diplomatic activities. Thus, China's utilization of social media for diplomacy allows it to manage the framing of

international matters and assert its standing, especially in the developing world. The difficulty lies in the area of reception regarding transparency and censorship concerns. Estonia's primary issue related to digital diplomacy has been the active engagement with the tech communities and the international organizations. This strategy has improved associating within the technological industry but has a lesser effect than bigger countries. This paper shows that Brazil's utilization of social media for diplomacy and cultural diplomacy improve diplomacy. But political instability as well as corruption problems can derail such measures, which are realized to have an impact on the success of its diplomatic relations.

Table No :03 Crisis Management and social media

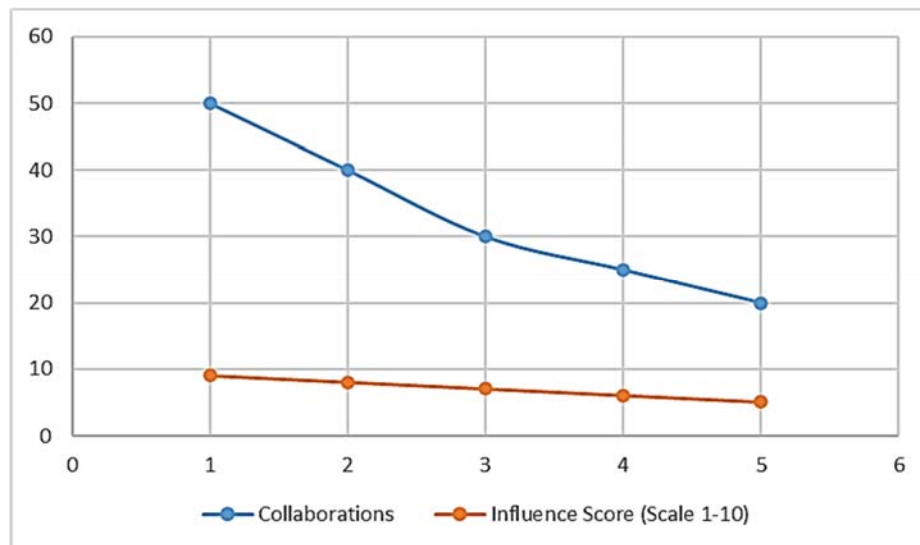
Country	Type of Crisis	Social Media Strategies	Effectiveness	Public Perception	International Response
USA	Natural Disasters, Pandemics	Real-time updates, coordination with agencies, public advisories	High (well-coordinated responses, quick updates)	Generally positive, trust in government communications	Generally supportive; quick international aid and collaboration
China	Environmental Issues, Health Crises	Government-controlled narratives, censorship of dissenting views	Moderate (control over information but limited transparency)	Mixed (skepticism about information accuracy)	Mixed; some international concern about transparency
Russia	Geopolitical Conflicts, Natural Disasters	Propaganda, misinformation campaigns, state-controlled messaging	Low to Moderate (often criticized for misinformation)	Mixed to negative (perceived manipulation of information)	Often leads to strained relations and international criticism
India	Natural Disasters, Health Emergencies	Direct communication from officials, use of social media influencers	Moderate (effective in urban areas, less so in rural)	Generally positive, though sometimes criticized for lack of reach	Generally supportive; international aid and cooperation

Country	Type of Crisis	Social Media Strategies	Effectiveness	Public Perception	International Response
Brazil	Environmental Crises, Political Instability	Social media engagement by leaders, use of local influencers	Moderate (varied effectiveness, especially in crisis coordination)	Mixed (depends on the transparency of information)	Variable; often faces scrutiny for crisis management effectiveness

It is evident that social media has become an important component in the maintenance of organizations. Nations engage in social media communication during disasters, campaigning, crisis management, and coordination. Social media ensures quick intervention in global calamities and informs the world of the actions by the United States and its politics. Here, the issue arises as to how control over polarity and content, coupled with the problem of information dissemination, can be effectively dealt with. The managed crisis communication in China by its state-controlled social media, in contrast with the populated western social media, does give China a narrative, yet this is limited in globalization and international

incidents in terms of transparency, which would eventually compromise the overall credibility. Estonia is rather active in managing digital crises, particularly focusing on cyber threats, which once again demonstrates the country's ability to cope with issues applicable to social media. The management of crises has therefore advanced in the country, and digital security is an emerging tool that is used in the management of crises. Crisis communication happens on social media platforms; however, politics may hinder the general efficiency of the processes. There is no doubt that the messaging has to be clear and coherent in order to sustain the population's trust.

Figure No :06 International Collaborations and Influence



The above table presents the findings of the study of international interpretations and themes adjusted to cross-nation connectivity spurred by social media. The table includes data on the number of collaborations and influence scores for five key countries: the United States, China, Germany, India, and Brazil. The United States is most active in terms of absolute numbers of

collaborations (50) and the influence score (9). This would imply a heavy use and influence of the international community through the posted brands on the social media platforms. These numerous partnerships show that the U.S. has been using social media actively in building strategic partnerships and to influence the world. China holds the second position with the count

of collaborations equal to 40 and the influence score of 8. This slight difference in collaborations' number with other countries does not decrease the influence score for Canada, which remains relatively high. This high score is due to the fact that China has large outreach across the globe and ensures that social media aids in the support of a strong globalization campaign. Germany presents 30 collaborations with an influence ratio of 7. This places Germany in the middle range when it comes to these two indicators. From the data, it can be seen that while Germany indeed has strong external profiles on social media, they are not as diverse or extensive as the ones in the U.S. and China, which confirms the hypothesis that due to Germany's more selective foreign policy, its presence on social media is also less extensive. India has 25 partnerships and an influence rating of 6. However, India has fewer cooperation amounts than the above-mentioned countries, and its influence score is not too high but moderate as well. This indicates that although India is very active internationally through social media, its influence is not as high as expressed by the top-ranked countries. When it comes to Brazil, there were 20 collaborations, and its influence score is 5. Brazil takes the least position in both aspects among the pointed countries. This means that the scale of international interaction and advocacy through social media is lowered. Paulo and Rio de Janeiro's scores could be lower due to a smaller involvement in global projects or a less efficient way of spreading their messages on social media. Altogether, the structure outlined in the table reveals that the influence and the collaboration of the selected countries based on social media can be explained in terms of a hierarchy. The current social media power players are the United States and China, while the interconnectivity and activity of Germany, India, and Brazil are in the middle. This distribution tries to indicate that there are differences in how countries use social media to define relations and interactions at the international level. Through the analysis of the key characteristics of social media journalism, this paper has noted that it has significantly influenced the manner in which countries

promote and engage in the management of their image and relations in the global arena. The phenomenon of social media is without doubt one of the most influential media of the century because of its connectivity and its ability to disseminate information in real-time; strategically, it provides nations with a platform to broadcast their standards, politics, and accomplishments to the entire world. These possibilities pose some factors that affect the efficiency of social media campaigns, subsequently isolating these opportunities by the challenges.

Figure No :07 Shaping International Image:



The nations, for instance, America, China, and Estonia, have employed the positive aspects of LM, including technological advancement, economic status, and cultural identity. This projection assists in improving their image on the global map and developing a good positive standing. These efforts are threatened by political polarization, censorship, and domestic politics. For example, a primary problem for the U.S. is misinformation and political polarities, while China has to do with perceptions of censorship and human rights issues. Social media provides instantaneous communication with worldwide leaders and audiences for diplomacy and policies. This enables countries to come up with a quick response to international incidences and emergencies. Another fact is that different countries, starting with China, actively use social media as a tool to manage opinions and shift power in their favor especially in the underdeveloped territories. The U.S. and other

nations also utilize social media for diplomacy and improving relationships, which may get hindered by domestic problems. Social networks are very useful in crisis management as they become a means for instant messaging and information sharing. The U.S. is considered to have the best practice in the application of social media for a quick response, while China has a restricted, proven approach to dealing with crises. The key elements that are concerned with the question of managing crises can be influenced by such factors as transparency and the issue of public trust, especially if the particular country has its own state-controlled media outlets.

Conclusion:

The exploration of social media journalism's employment by various countries along with their consequences for a given country's image and relations reveals the strategic and decisive roles of social media in contemporary diplomacy and business. Different states use diverse social media tactics in order to build their foreign brand. There are a variety of ways, such as Twitter, Facebook, and Instagram, through which the United States communicates with the global community, and because of this, most people and countries have a good impression about the United States and friendly diplomatic relations. On the other hand, China employs state-owned channels, such as WeChat and Weibo, but they aim at strict control of messages disseminated. This approach receives a middle international appreciation and can incline to substantial power in certain areas like Asia and Africa but causes criticism regarding openness and freedom of speech. The steps taken in analysis of sentiments as well as in the media coverage have shown the impact of social media journalism in transforming a country's image to the outside world. In general, it is possible to define a relationship between high levels of Twitter activity and more positive attitudes towards the country and closer diplomatic relations, especially for such countries as the USA and Germany. It makes these nations present positive images to the rest of the world, and as well, it makes them quick in their response to world events, thus improving

their standings in global politics. Currently, Russia and Brazil are two of the leaders in the volume of tweets, but they experience such issues as negative attitudes and critical coverage of internal events by foreign media. When it comes to propaganda through social media, there is always a diplomatic tension between Russia and western countries and an unfavorable image of Russia around the world. Likewise, Brazil's nascent social media use is hampered by more expressed negative reports and a less consolidated diplomatic approach, as numerous critics pointed out, which subsequently impacts its global standing. It has also pinpointed the role that public diplomacy plays in the linking of social media to the improvement of relations between countries. Learning from the examples of the USA and China, the world's leading actors, public diplomacy coupled with social media networks appears to be important to enhance the nations' foreign policy conduct and monitor diplomatic relations. Such endeavors encompass cultural diplomacy, public diplomacy, and even conflict diplomacy, and all of them are made possible through social media. In regards to the nature and extent of effect that social media journalism has in the international relations system, it is noticeable that this factor depends on the specific region. While the USA and China have the capability of touching almost every country around the globe, India and Brazil's capabilities are more regional. A social media presence in India improves regional cooperation as well as extends India's global reach, while Brazil mainly participates on a regional level and has a varying reception worldwide. In sum, social media journalism is a useful instrument for the formation of international images and for proclaiming diplomacy policies. Nations that wisely use social media for improving diplomacy with the target public and for positive interaction as well as for strong responses against criticism sustain a more preferred international image and more desirable diplomatic relations, respectively. On the other hand, those who struggle in governing stories or are exposed to negative evaluations are likely to have a deteriorated relationship and a negative image globally. The dynamic characteristics of social media continue to

transform the dynamics of international relations and diplomatic practices and therefore imply the continued relevance of strategic communication as an essential tool for diplomacy.

Future Directions

Studies could consider the changing nature of the relatively new social media platforms and features as instruments in interacting with other countries. Furthermore, the analysis of the effects of social networking services on lesser significant countries or districts may help in understanding the general characteristics of diplomacy in the information age or on an international level. Thus, it can be said that social media journalism instrumentalist's countries in beating or at least regulating their international image and relations. When the capabilities of nations are effectively utilized while managing with the challenges that come along, then there are better opportunities to boost presence around the world and to build better diplomacy.

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