

Take Note: Diplomacy Camp Brussels in your own words

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The Unconference Overview

On 7 February 2019, more than 150 diplomats, journalists, NGOs, academics, technologists and entrepreneurs came to the Dutch Embassy in Brussels to organise their own event together: [Diplomacy Camp 2019](#). Within the broad scope of the event (the impact of digitalization on diplomacy) participants devised their own sessions and created the entire programme of the day, on the day itself.

The notes below are the secretion of knowledge these 150 individuals generated in deliberation with one and other, as transcribed by themselves. They cover topics like artificial intelligence, disinformation, digital story-telling, digital tools in mediation, and many more. Of course, these notes are in no way, shape or form the opinion, policy or viewpoint of the Dutch Ministry of Foreign Affairs.

If you would like to know more about the unconference concept, [this](#) is a great primer.

Quick Summary

Artificial Intelligence

Reflecting the growing importance of the topic, AI was a cross-cutting and dominant issue throughout the conference. Four sessions focused on it in particular and covered a range of aspects; from geopolitics of AI to what an AI course for diplomats should encompass. This is broadly what was discussed:

The country that will dominate AI will dominate the world. China (towards state control) and the US (free market capitalist) seem to be competing for geopolitical power through their approach to AI capabilities and development. The question for Europe is: how do you try to catch up, and what model will the EU use for AI development and its regulation? Meanwhile, MFA's need to decide what they want with AI; not if, but how they embrace the technology and come to terms with its societal impact will determine the effectiveness of MFAs going forward. Disinformation is the writing on the wall; deep fakes, chat bots and trolls are maximizing effectiveness /persuasiveness through AI are playing a new role in conflict abroad, and threaten to undermine the functioning of trust in institutions and liberal democracy itself at home. To stay effective in this competitive environment, MFAs will need to build AI capacity and use it. For this, MFAs are not yet prepared, not keeping up, and not recruiting the right people. A good start would be to develop general awareness and understanding of AI in diplomatic services; AI literacy can build on work already done on digital literacy.

Disinformation

Like AI, disinformation is a topic of the times we live in and a somewhat febrile one with the European elections just around the corner. Sessions specifically on disinformation concluded that, like it or not, MFAs are continually chasing the political disrupters, armies of online trolls, false news media. Resilience to disinformation should be found in different aspects. Society, the platforms themselves and government capacity for analysis and eventual counter strategies all have a role to play.

Technology and diplomacy (General)

Beyond AI and disinformation, sessions covered a wide range of subtopics within digitalization and diplomacy. Participants discussed how democratic societies use emerging technologies in a positive way when they are bound by rules that authoritarian states are not adhering to? The session generated more questions than answers; who sets the rules in the digital era? Which values are important? The role the big platforms like Facebook, Twitter, YouTube, Telegram and Snapchat also frequently came up. AI funding, transparency, speech moderation, child pornography, radicalisation and political manipulation are some of the biggest problems facing platforms. Can platforms be trusted to solve these issues on their own? What do people think of current solutions? What is needed to raise broad awareness or understanding of issues? How can governments collaborate better with platforms to solve them? An interesting strand in this debate focused on whether there are technical solutions to ethical problems. Technology used by platforms assists with the identification of an ethical problems and provides an imperfect solution. But do we trust those corporations to implement them themselves and think government and civil society should be involved. No one has sole responsibility.

Social Media Tips

Finally, a wide range of technical and practical tips, tricks and methods were shared at Diplomacy Camp. If taken together they could easily fill the curriculum of a one-day social media course for diplomats. You can see some of them [on twitter](#), and some of them on [Twiplomacy's blog](#), for instance. And the full wealth of (pro) tips and tricks, tools and methods are still on the wall on the [Diplomacy Camp Website](#), but also in the notes below. Inspired by the note taker from the USC session on digital story-telling, we've added the label '**PRO-TIP:**' at certain critical pieces of advice to make it easier to read.

The Notes

Artificial Intelligence

Global Diplomacy Lab on Artificial Intelligence: the Great Disruptor of Diplomacy?

By Kyle Matthews (Executive Director of the Montreal Institute for Genocide and Human Rights Studies and Anya Margaret Baum (Managing Director of The Keryx Group).

What is the main question / thesis / problem that is being discussed in this session?

AI and diplomacy/public diplomacy.

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

MFAs need to decide what we want with AI. Then: Biggest challenge is necessity to build AI capacity in diplomatic services; MFAs are not prepared or keeping up, not recruiting the right people. We shouldn't accept that.

Use the space below for additional notes:

AI just a buzzword. Emptiness below in recruitment at MFAs.

Skillsets needed for Diplomats need to broaden to include more technical and numerical skills. for AI comprehension (and technology in general)

Siemens representative makes point that you should always combine technical with human skills.

Complements Canada for building AI superclusters.

How can AI be used in both traditional and public diplomacy?

-> Germany in dept for crisis prevention/hum aid and in FCO (OSINT) both use crisis detection from social media and other data.

Satellite image analysis for refugee movements (or terrorist movement)

Knight foundation call for tools against disinformation.

Vogelaar: how do you bridge gap between exponential change in tech and linear growth of understanding among public, and slow linear understanding among diplomats?

Vince Gonsales, USC (also Knight Partner):

Journalism also changing. now different model to reach audiences. PD still based on old linear model. Points to necessary ability of diplomats to be able to understand what coders or data analysts do, without having to be able to do it themselves

Diplomacy (and civil servants) need to embrace faster, more agile ways of working to keep up.

offensive v defensive capacity of AI; to what degree are we in the world where AI takes decisions without meaningful human control? AI for disinformation dissemination or control? AI to undermine systems or gather info?

No known diplomats do that.

Tools can be used as weapons.

Citizens Lab in Toronto tries to uncover effects of algorithms.

NATO: info environment assessment capacity. translation from this is what we know to this is what we need to say.

Looking at how can AI fit into that, and in particular do the translation?

Been approached by companies who are essentially selling AI snake oil.

debate around economic consequences of AI taking over economic wealth generation and mass unemployment, and basic income also relevant for diplomats.

moving away for machine learning towards machine common sense (DARPA); ability to reason beyond pure statistics. On 6 march in Alexandria, VA, DARPA will hold AI colloquial on Machine common sense.

Operational capacity is not owned by NATO, but member states.

At Warsaw summit NATO; cyber named as operational space for NATO in conflict.

Machine common sense: machines do not always take same solutions or common sense as humans. There might be space for public diplomacy that human linear thinking wont come up with. But some would not work.

Hope that AI never colonises human feeling intuition or common sense.

Challenge that bureaucratic system works comes to lowest common denominator.

AI could be used to fast track human common ground or intuition to speed up conflict resolution.

Human trust and common ground building so essential to diplomacy so essential, not sure AI could contribute. Also: how could a machine be trusted?

Diegio Osorio: AI can contribute by expanding information of human actors can reach compromise more easily. Ai to build Augmented Intelligence for diplomats/augment the intelligence of human actors.

What are MFAs do to bring the right people in? Is diplomatic world competing with google and apple for the skills? Education is there. People are doing these things.

Kyle Matthews recommends Brookings Institution blue print for AI.

What should a course on AI for diplomats encompass?

A session on key themes and topics, which will conclude with participants writing a postcard to their future selves. By DiploFoundation (led by Dr Katharina Höne)

What is the main question / thesis / problem that is being discussed in this session?

What kind of skills are needed for diplomats? Focus on AI

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

Think again about which skills you would need in our new environment, starting with basic arithmetic.

Use the space below for additional notes:

Context to discussion: publication of study and launch of course (8 weeks)

This discussion a contribution to what that course should look like

Much writing about AI is related to new national strategies, with positioning relative to U.S. and China

Need for broader mapping, with AI as tool for diplomacy across diverse topics with ethical implications, but also as a factor shaping the environment in which diplomacy is practised

One problem is that AI is an umbrella term, arguably evolving, so often loosely defined

Important to know what we are talking about :)

Also when it comes to AI literacy, building on work already done on digital literacy - ability to make a critical assessment: smart use, nurturing values, understanding of changes

Think critically about demand for certain services - is it better to start with big picture or nuts and bolts?

Example of cognitive trade advisor

UK Open Source Unit

UN OCHA new centre for humanitarian data

AI may be more or less of a solution for smaller countries with fewer resources - case of Estonia

Even if technology changes, impact may be unclear unless a different attitude to learning and knowledge

Need for a better understanding of basis for AI, as well its inherent limitations

Activity: put on a postcard a topic (knowledge) and a skill that you think most important to learn

Suggestions scored by three other participants, and the highest rated ones collected

Activity: write a postcard to your future self, with what you hope to have learnt, understood or mastered about AI

AI and disinformation

By Stephanie McLellan (CiGi) and Alexandre Alaphilippe (EU DisinfoLab)

Can AI solve disinformation? What are the pre-requisites to use AI in this field? What kinds of solutions should be pursued, eg. technical, policy, diplomacy, education?

Problems AI poses for disinformation:

1. deepfakes, AI learning to mimic. Going to be more widespread and present in social media. seeds of doubt
2. Chatbots and trolls. Technology becomes more credible with AI advances. Persuasiveness. High profile targets, to gain access to their data (for instance)

3. Behaviour marketing by AI.

Solutions.

1. Technical. How to be able to detect these problems.
2. Policy solutions. Training and digital literacy. multi-stakeholder groups.
3. diplomacy. A range of things.

Challenges with information: content, source and spread (triangle)

- Content: What data can we use to tackle problems?
- Content: What if we do not have the capacity or tools to check fake documents, etc.?
- Source: Where the information comes from?
- Source: We also need to consider GDPR
- Source: We have to think about the ethics
- Spread of information: if there are patterns and dynamics you can detect.

How does AI help to break up the audiences and have targeted messaging?

Traditionally with trial and error A/B testing

Data on marketing and targeting should be made public, so you can act to prevent

Disinformation is often looked at in relation to Twitter, but it is in all channels. For instance via WhatsApp.

The solution is also very much related to a cultural change and understanding that needs to happen.

The browser is a powerful platform to offer solutions

Our values on the use of internet are not very compatible. We need to get our values more together. An example is GDPR where this aims at the core principles of our internet use.

The algorithms don't seem to work for me so much anymore as it used to. For instance with Facebook.

Devils Advocate: companies should share information *code of conduct

You are not paying for the data, your currency is your data.

What can we in the EU do? we should have focus on what we are strong in. Anti-trust investigations. On how disinformation is spreading. Not to tell what is fake news and what not. And GDPR. Code of conduct development.

Regulation of Bots and automated generated content.

Companies strive for change, innovation and disruption. Corruption is also a factor in big tech companies. Social for good can almost be a front for their core business etc.

How can we engage earlier on in the technology process to discuss how it can affect governance and disinformation.

EU is very much positioned well to do so, to influence this process early on. But how is key?

Governments need to reinvent themselves for this. In an honest and real way. It should not lead the efforts, it should be civil society with government support. Academically structured. Funded.

Civil society will have more room at the table with emerging tech. And organize a substantial civic body.

Main take away: There is a window of opportunity now! Elections coming. To use that window, we need to start initiatives, nurture civil society efforts. Hold companies accountable. Pressure the platforms. Then it will become easier to get diplomacy do its work. So now it starts with understanding what is happening, education. Exchanges with academics.

The geo-politics of AI

By Kyle Matthews.

The country that will dominate AI will dominate the world. China and the US seem to be competing for geopolitical power through AI capabilities. The question for Europe is: how do you try to catch up, what model will the EU use for AI and its regulation.

Catelijne Muller explains the EU strategy:

1. Investment
2. Social impact of AI
3. Legal impact of AI

The High level expert group on AI produces ethical guidelines on AI, they were in consultation in February. The EU has chosen the path of trustworthy AI, also known as responsible AI. The discussion regarding Europe supposedly losing the race is therefore somewhat outdated, the EU is very competitive in certain concrete forms of AI.

Nevertheless the EU is very fragmented. AI is one of the issues that might undermine sovereignty. The US often thinks the European are technophobic, for example with GMO's or Biotech farming. Germans are particularly scared of certain new technology and GER is very influential in the EU, mainly in this area.

Does the EU have a middle path between the China and the US? Huawei gets most of its money from **Brussels**. Anything the EU does, China is involved. The EU is not going to be an automatic ally of the US.

Implication of fragmentation is that all large projects are doomed to fail, this might not be the case. The example of the failing defense projects is very specific for this sector. In relation to technophobia: this might be cultural. Europeans are most likely a bit more skeptical towards technological developments than American and Asian people. Certain technologies are a way of cutting corners, of making certain products cheaper, but the question is whether we as the EU want this. This doesn't mean that we will be phased out during the next upgrade.

The EU is very much focused on an ethical approach. What other countries or regions are potential allies for Europe?

- Canada was the first one to discuss the ethics of AI in its Montreal Declaration.
- Singapore has ethical guidelines

- Latin America has great interests in social justice and a level playing field.
- China is even thinking about ethical guidelines.

The question is whether people trust the EU to be in trust of these regulations. What are the narratives of believers in liberal democracy and open markets that crosses the filter bubble to people that vote for populists that do not support the institutions. What could be done is to reinstate the position of the Chief Scientific Advisor to the Commission. The question is whether AI consist of a negative development that can't be stopped, as for example was the case with nuclear arms. Therefore we need quality scientific advice to the politicians.

Another question is whether it is possible to create standards, or to have a body that can answer to certain questions or where one can raise problems.

There is a technical side to the questions, but also a side in which companies and government simply uses AI. For the technical part there are guidelines for the creation of AI, for the use it is more difficult. Canada works on a law for AI in government services where low level impact decisions, this tackles the black box problem.

The question is what we do in the EU to counter China for example, for security purposes. But on the other hand we have certain of the same mechanisms as they have in China (the credit score system), so we also do social scoring. Regarding the cybersecurity question, ENISA is going to facilitate the internal security.

Is there going to be regulation for AI in Europe, this is the frame in the discussion, but we already have laws that can also be attributed to AI. All current legislation has to be evaluated in light of AI, for example product liability and the GDPR. We need to look at what passes between the lines of current legislation.

The chance is high that it will be country per country that there is a certain tipping point that makes people say that we need to regulate AI. For anyone that is interested in questions regarding scoring etc. there is a book called weapons of math destruction.

There is also a soft power dimension to this. 15 years ago there was the feeling in Europe that we were swamped by US movies, but Hollywood changed its investments. They now do this, but for the new biggest market: China. In the future we are consuming the norms of other countries.

Regarding Russia, from the security perspective, might they also be driving policy decisions? Brussel's policy making is very fragmented sometimes, the policy towards Russia is extremely incoherent. For example the Council is run by Donald Tusk, from Poland, or Mogherini from Italy who wants to have a constructive dialogue with Russia.

AI is not one-sided, it is applied in multiple sectors, therefore the EU's AI can be successful in certain sectors, as for example in the farming sector.

Is there going to be a commissioner for AI? Most likely not, according to the panelists. DG Connect will remain intact most likely.

It is hard, ask Alexa

Disinformation

No more water pistols to fight the big disinformation fire

“Why correcting the record can make the difference.”

By Luis Morago (Campaign Director, Avaaz)

5 minute presentation, including latest studies on whether “correcting the record | false news” work and Avaaz’s proposal on how to make it work with Facebook and others.

Followed by interactive feedback.

What is the main question / thesis / problem that is being discussed in this session?

How can we counter disinformation?

What is the most important take-away / tip / outcome of this session? What should someone who hasn’t been to this session absolutely know? Use one sentence!

Like it or not, we continually are behind on political disrupters, armies of online trolls, fake news media

Use the space below for additional notes:

Presentation by Avaaz

Fake news is an unprecedented threat to our democracies.

-False news spreads 6x faster than regular news

Avaaz: deleting fake Facebook accounts is necessary but not enough.

Processing political misinformation

Taking fact-checks seriously

Is education an answer to the problem of disinformation.

Viral checker by Swedish MFA

Fact checking is one thing. But more needs to be done.

3 central issues:

- Fake news
- how to bring people to elections
- How to cope with far right

They are always a few steps ahead of us. They know how to use virality.

we looked at FB, they used WhatsApp.

How to protect the freedom of speech?

Building resilience to digital disinformation

The goal is to develop an evaluation to assess the effectiveness of digital resilience strategies by Dr. Corneliu Bjola.

What is the main question / thesis / problem that is being discussed in this session?

What do you think should be the key idea that should go into the effort of building resilience to disinformation?

What is the most important take-away / tip / outcome of this session? What should someone who hasn’t been to this session absolutely know? Use one sentence!

resilience to disinformation should be found in different aspects. Society, the platforms themselves and government capacity for analyses and eventual counter strategies.

Use the space below for additional notes:

Resilience on disinformation

Russian actions has been copycatted by different (state) actors worldwide, using disinformation for a diverse set of purposes.

What do we mean by resilience: the ability of a society to cope with/tolerate to certain aspects of disinformation.

What kind of measures do you use to measure the success of fighting/building resilience to disinformation?

Ukrainian-British NGO: Russian undermining impact on political, civil and military aspects.

fake news can be seen as quite trivial, but when it comes to life and death (as it does in some situations) the government does have a certain role.

society resilience already is quite strong. but it also depends on the (political) situation. For example: Salisbury case shows resilience amongst society, analyses showing a strong trust in the UK gov. The incident was isolated, as was the public opinion (Kashoggi incident is quite similar). But regarding Brexit, you see resilience is much lower given that people are more open for opinions/emotions on this topic.

For a long time the general idea was: what happens online, stays online. There are crazy people online, of course. But that doesn't translate into the real world. But, looking at - for example - the US elections, it has shown the digital world can indeed have a real impact on the 'real' world.

How do we work with with the platforms? What is their responsibility? Should this task be more theirs?

If you track and analyse the disinformation topic and seeing what the ending result is, what the impact was and how it has spread.

countering the issue is very reactive. When it happens, you jump on it, until another case pops up.

a stability in society is necessary for an government intervention to be successful. Polarisation in society will not contribute to countering disinformation within country borders.

certain types of speech in Germany which are banned offline, are also banned online by the German government.

[Protecting Election Integrity on Facebook: Looking Ahead to the EU Elections](#)

By Sharon Yang, Meg Chang & Sarah Clarks, Facebook

Protecting Election Integrity on Facebook presented by Facebook's Sharon Yang

Participants: Mainly EU and European diplomats and social media managers.

Sharon:

- It's a company wide effort. Lots of lessons learned since 2016
- Preview of FB strategy going into the EU elections 2019
- 5 Pillars
- 1 Cracking down on fake accounts

- 2 Reducing distribution of false news
- 3 Making advertising more transparent
- 4 Disrupting bad actors
- 5 Supporting an informed electorate
 - ➔ Creating friction on the platform to make it more difficult for bad actors.

1 Cracking down on fake accounts

Automatic - machine learning tools to identify fake accounts 99.6% of accounts detected on creation
 Human - 30,000 people working on safety and security

2 Reducing distribution of false news

Three pronged approach:

- Remove Enforce against actors that violate our policies.
- Reduce the spread of problematic content
- Inform our community with additional context

- Fact checking (but no fact checking partners covering all EU 27 countries.) 38 fact checkers around the world 8 in the EU.

Created proprietary tools to find false news and act on it.

- Media literacy programme how to reduce false news.
- Public Service announcements such as 10 tips on how to identify what you are reading
- Examples of posts violating FB community guidelines: Child Pornography, threat of violence, any post glorifying an act of terrorism, misinformation such as an incorrect date.

How long does fact checking take? Turn around times vary but FB is working fast...

3 Making advertising more transparent

Ads tab on all pages.

Ads Transparency Tools already rolled out in the US, Brazil, UK and India. These will be rolled out in the EU in March 2019.

Also in Nigeria, Ukraine and Israel.

The goal is to maintain the integrity of elections.

Introduce measures to make it harder for bad actors to influence elections.

For example, it disallows electoral ads purchased from outside the country or authorization to run political and issue ads.

ie confirm valid ID and turn on two-factor authentication for the ad buyers account. Ads will end up in an Ad Library searchable and publicly available.

Plan is to roll out these tools everywhere before the end of June 2019

It will give an unprecedented level of transparency in online political ads.

Questions: Should FB apply OffCom rules for political advertising.?

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

Key message from Facebook: It is the first time we are adding friction to our platform... (to make it more difficult for bad actors)

In conclusion, Facebook is trying hard to fight bad actors and the spread of false news... but they are up against 2 billion users and they need our help.

Tech & Diplomacy - General

Democracy, authoritarianism and emerging technology

By Lindsay Gorman, Alliance for Securing Democracy

This conversation asks how technological developments – AI, quantum computing, genetic engineering, the Internet of Things, SC among them – enable and are enabled by authoritarian regimes. How can democracy use these tools to fight back?

What is the main question / thesis / problem that is being discussed in this session?

Considering all the emerging technologies that are being used by authoritarian regimes, how can democratic societies use these technologies in a positive way? How can we as democratic societies innovate when we are bound by rules that authoritarian states are not adhering to?

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

Proceed using new technologies at your own risk. Who sets the rules in the digital era? Which values are important?

How can we involve the Russians and Chinese more? - we have to look at their perspectives too, and also at other perspectives (public, private etc) - has to be a balance.

Very diverse group, different regions. Private and public actors alike.

Do pluralist regime have an advantage over totalitarian regimes? Pluralism allows for correction of mistakes. Process could take a very long time however.

Does economic process lead actors to not question authoritarianism?

A non level-playing field between f.i. China and Europe. Western companies have to follow many rules there, Chinese companies do not have to do that here.

Can the sharing of all health data be beneficial? Could it benefit Chinese companies over Western companies?

Should Western countries be less naive and adopt a more 'Chinese' stance? Should you be willing to build surveillance infrastructure in authoritarian countries? Will perhaps the Chinese do it otherwise? Are we really stopping anybody, or are we enabling by building? The fact the Chinese do not have as many rules as Western actors?

Should companies like FB be regulated? Are they merely platforms, or are they actors? Is their censorship always correct?

Do we trust FB to create rules more than our own governments?

Are there technical solutions to ethical problems?

Ziad Ramley – @ZRamley / She will be joined by Catelijne Muller who will add their expertise on an ethical framework of AI.

AI funding transparency, speech moderation, child pornography, radicalisation and political manipulation are some of the biggest problems facing platforms like Facebook, Twitter, YouTube, Telegram and Snapchat today. Can we trust platforms to solve these issues on their own? What do

*people think of current solutions? What is needed to raise awareness or understanding of issues?
How can we collaborate better with platforms to solve them?*

What is the main question / thesis / problem that is being discussed in this session?

Are there tech solutions to ethical problems?

Platforms have come up with different solutions to the same problems? Are they doing a good enough job?

Can we trust platforms to solve these problems on their own?

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

The technology assists with the identification of an ethical problem expressed on a platform and provides an imperfect solution.

However we do not trust those corporations to implement them themselves and think government and civil society should be involved. No one has sole responsibility.

Use this space:

General consensus is: NO. But can government do a better job? Yes, with inclusion, self-confidence.

They should step up. Self-regulation does not work if profit is the goal

Responsible innovation: ethicist part of the design team.

Is regulation the answer?

Data privacy vs content

Freedom of speech debate

Media/Tech company debate

General public vs informed users

Ethics and law relation - the morality of a community evolves. Value dynamism.

Is there a global ethical framework possible? The HR charter is supposed to be that, but it's subject to interpretation

Once is for free...

Bring people together - positives vs negatives.

Platforms are not value neutral.

Youtube - extreme content filters. Do we trust AI to protect us from harmful content. Are we killing documents useful for journalists and historians to document injustice?

We can filter black and white, but not the gray.

Who's determining the greater good?

Gender bias and sexism in algorithms

AI is improving

How can we collaborate with platforms?

Problems are too big for traditional solutions

Data as a basic human right?

Support civil society initiatives

Funding Universities to keep talent (even when it comes to ethics not just tech)

Ethical training in various industries

Can we (or should we) improve the brand Europe?

In an age of government spending hefty sums of money in branding and public diplomacy campaigns, the European Union seems to lag behind. Episodes such as Brexit and the rise of populist parties indicate that people are not too aware of what the EU does for them.

Does the EU need therefore to improve its communication strategies? Should it? And if so, how?

Big challenge: how can we make people vote for the upcoming EU elections? The new hashtag is #thistimeivote

People outside Europe often don't recognize the European flag.

Nation branding. The need of having a brand. How do you manage your reputation?

For example in UK people know so little about EU.

Should there be a centralized campaign? It is probably better to adapt it to every country.

Preaching for the converted.

Should you brand as EU or Europe?

Branding for products. You cannot buy EU / Europa

Branding - soft power - public diplomacy

Reputation needs to be positive. What is the impact of EU. Use your own media channels, not regular media.

Campaign idea: proud to be from German AND proud to be European. There are different campaigns for different target groups. Reaching a marginal number of people. Can we compete?

Using Goodwill Ambassadors / popular bands to use and reach the right people.

What should be the message: EU gives peace and stability. What is the added value of the EU (roaming, EHIC). Showing what EU had done locally. Zipcode shows what has been done.

Financial benefits may not be the main reason

Stronger together, outside threat

Campaigns may be difficult, it should be more about sentiments.

Use local media and local politicians.

Should Europe be more "sexy"?

Education and media are key. Make Europe concrete. The ones that do not travel, do not see the benefits.

Young generation is active with regard to climate action.

Campaign should target children and politicians.

EU / UN difference in reputation - goodwill ambassadors. Something to be done on micro-level.

What do you stand for? We need an EU agency for communications.

Surveillance for sale!

Surveillance for sale! The crossroads between privacy and diplomacy. By Steven Mehringer (NATO).

Examples of surveillance capitalism:

- telecom companies selling GPS location of their users.
- AI used to build profiles of people, done by major tech companies and intelligence services.
- Voice as tracking/recognition system. Google planning to sell your location data.
- US company has launched the largest fleet of private satellites and is selling the data.
- Is big data merging with big brother (tech companies and intelligence services).

Book "Surveillance capitalism" by Georgiana Zubow

Not being part of the large social networks will become suspicious when this market is ubiquitous.
NSA tracking around 5 billion mobiles devices daily.

New network tech (5G etc.) are at risk of coming with embedded risks. Internet of things!

Public apathy around this topic. Or people not aware of the scale of the situation. What levels of risk are we ready to accept?

Not yet able to collect all the available information but soon intel and tech companies will be able to collect it all and that's where AI kicks in.

Nothing is safe in principle, even apps that claim to offer full security of your data

Solutions:

- vault (Tim Berners Lee idea)
- parallel radically transparent system
- being paid for sharing your data (Facebook already has such a program in the US), data market
- duckduckgo and the likes
- trust mechanism needed to guarantee compliant use of your data (eg in hospitals)
- blockchain?
- have an ethicist be part of the teams that develop tech solutions
- international civil society response: a Greenpeace for ethical tech use, citizen-led alliance

What does intel want from our data? Control over population, while companies want to make money. What would government at large want to do with it?

Digital tools & concepts in mediation & negotiation

By Diego Osorio (@diegoosorio2017), Global Affairs Canada

Discuss the possible uses of digital technology in conflict resolution & prevention.

Mediation

Negotiation

Dialogue

Peace process

Launch a "community of practice" among practitioners, academics, CSO's and others, on the research of best practices around this topic.

Connect with others in the field

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

Emerging technology has the potential to support mediation efforts but cannot replace human interaction.

Use the space below for additional notes:

UN and diplo foundation working on digital mediation.

need to build a community of practice

Better to talk about augmented intelligence, not AI.

Mediation seen as difficult to learn, must be developed through practice.

Norway is ideal model of what countries should aspire to become.

algorithms cannot yet read emotions, showing challenge of using AI in mediation

challenge if for ai to replicate human intuition

Data literacy

'I am not an expert (cannot lead).' This is a question or what kind of skills / knowledge colleagues feel they could use (personally or their organisations) to do their jobs better, make the organization more effective, keep up with demands or changes in their sector. Why? What specific challenges are they facing? By Shah Badkoubi (UN OCHA – Centre for Humanitarian Data).

What is the main question / thesis / problem that is being discussed in this session?

Key question: what kind of data capacities and skills do aid workers, diplomats etc. need?

How do we make our organisations more effective? Which tools do we need? Which trainings do you need? Where are the gaps?

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

What do we need for a training? We want it to be in-person and help us tell a strong, convincing narrative that reaches people's minds and hearts.

Use the space below for additional notes:

Free and open data is necessary for decision-making

For example, the Humanitarian Data Exchange- initiative by UNOCHA, for visualising and sharing data.

Data exchange and sharing information- we need knowledge management principles

Feedback loops, we need to not just gather data but we need to use data and understanding how data can be used

- what purpose are we using data for?

As we gather more data, what are the other implications? What does this mean for disinformation?

How do we protect sensitive data?

Delivery of training- in person or on platform? On which scale?

Which audience is the training for?

Who is (not) using the data and for what purposes? Using Google Analytics, logs

What are their skill levels?

Are visuals enough? What skills do you need to make the analysis from this visual?

(Specifically for NGOs) what is needed to 'tell the narrative'?

Using journalists to write the best data story once a year

Using real-time data, predictive analytics, social media

Sometimes basic skills are enough (especially for people who do not have math/ statistic skills):

Tableau, building pie charts in excel, other programs

Not specific trainings, but linking to experts who can teach others
What are the priority data points?
How do we make it accessible?
Co-creating with policy makers and data scientists
Not just discipline to discipline, incorporating data scientists in domains
What is realistic and effective?

[A Stupid Foreign Policy Hackathon: A safe space for the very worst ideas on how to develop foreign policies.](#)

A Stupid Foreign Policy Hackathon: A safe space for the very worst ideas on how to develop foreign policies. By Sofia Karlberg (MFA Sweden) and Peder Fjällström (Earth People)

What is the main question / thesis / problem that is being discussed in this session?

Working within the constraints of an organisation, with a pressure to always come up with something clever, can be daunting. What if we turned the expectations upside down - the result of a brainstorm must be completely useless! On the way to achieving uselessness, great ideas might pop up. In this session we workshopped on how to create a project (product/event/activity) from a random set of variables.

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

It takes a while to let go of the usefulness and the realism, but after that it was a fun exercise. We agreed that this was one of maybe several ways to reach further, creatively, when developing new concepts.

[Cross-Over Diplomacy Lab](#)

How can AI, Fintech, mobility start ups, and platform economy and other digital innovations inform diplomacy?

By Prof. Elizabeth Sikiaridi and Prof. Frans Vogelaar of Hybrid Space Lab

What is the main question / thesis / problem that is being discussed in this session?

How can emerging tech inform diplomacy?

Use this space:

- led by architect and industrial designer that run an office called hybrid space lab
- hybrid space is connection between physical and digital space
- 1700 generations to develop language
- 300 generations to develop writing
- 35 generations to develop print
- technological possibilities much more rapid
- quantum computing will accelerate progress
- Creativity is one of the top skills in 2020
- Crisis design for humanitarian issues
- cross over strategies of existing platforms to inform diplomatic interfaces

Diplomacy topics

- the rise of populism in Europe
- liberalism
- distrust
- robots

Rethinking the demilitarisation zone between North and South Korea

- used to be a zone that separates, make it a zone that connects
- preserved nature/ turn it into nature reserve
- amusement park
- combine the technological advancement of one with the natural preservation of other
- make it a creative zone
- a space for neutrality
- people playing together even though their political differences separate them
- using music to combine two sides

Social media tips

Public Diplomacy Storytelling for the Digital World

Explore social storytelling, immersive storytelling to AI-enabled storytelling for public diplomacy by Jay Wang and Vince Gonzalez.

What is the main question / thesis / problem that is being discussed in this session?

Storytelling tools and techniques for public diplomacy for PD purposes. Expose tools, creating social stories, immersive stories, and AI-enabled storytelling.

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

Be strategic at the beginning of your campaign as you plan, create, and share your digital content and immersive storytelling.

Use this space:

Everybody is a storytelling, but there are different story forms. Marketing, Hollywood, journalism. This session looks at from a journalism perspective.

How does the PD story connect with journalist?

Around the table: MFA: NL, Poland, Canada, Ireland, Australia, Switzerland, UN, social media agency, Facebook, former Dutch diplomat, physicist, NGO sector.

A story is basic with beginning, middle, and end. You must construct it to be compelling and thought-through. Characters are essential, a stack of papers is not. Audiences are fragmented now, and the challenge is targeting them on the various platforms. One take away, a pillar of your strategy: you have to consider all platforms and elements in advance so you can leverage content for the site and the audiences (current and future).

The message is communicated on Twitter and/or Facebook, but you want them to move to your platforms. You need them to click on that link by creating good posts on social. That is not the end game. The end game is to go to your own websites/channels.

Data visualization, photo, video, GIF, or other compelling image is a necessary component to all social content. You will not get your audience to engage without those at this point.

PD messaging on social platforms - you need a hook. Headline, takeaway, visualization. Then you need a message, and finally to your site.

Top Six Apps:

1. Video: Quik Cam (by GoPro)
2. Audio: Adobe Clip
3. GIF: GIPHY-CAM, GIPHER
4. High End Video: Filmic Pro
5. TEXT: Adobe Spark Post
6. EFFECTS/ANIMATION: Loopsy, Stillaverse, Cinemagraph

PRO-TIP: Get an external memory drive with USB port to house all your images (for work) rather than coming with work images

PRO-TIP: Make sure you find an app that alerts you to other apps that go on sale.

PRO-TIP: More views and engagement takes place with more user-generated content. Not necessarily professional content development.

Examples of exemplary storytelling in social:

- 60-second documentaries
- Chicago Tribune's Instagram page (archival images)
- Guardian Newspaper

What causes something to catch a reaction?

- Joy
- Discovery
- Awe
- Inspiring
- Happiness

Women - want to be seen as useful online

Men - want to be seen as funny" on line

ADVICE: For photography - I use HDRX, enhances photos. I also use Inlight to modify photos.

Q: Where do you source pictures you don't have (for free)

A: Creative Commons, Wikicommons, Pixels, and Unsplash, or ask an organization directly for a photo you want to use.

Make a short storytelling movie, Quik is really an easy tool to use.

PRO-TIP: Media has to fit the content. Think through if a still is better than a video, with many filters, lots of text.

Q: There is raw and there is "raw.

Ä: Audible must be clear and understandable. You should get wireless or bluetooth microphones to enhance or tape clear audio.

PRO-TIP: Get a small tri-pod for stability.

PRO-TIP: "Hyperlax" set the interval to zero, you can shoot in this app and it will remove a shake out of the content. This is if you don't have a tripod when you on location.

PRO-TIP: Know your audience, get into your analytics. Determine what is working and what does not. You will not be successful without that information. Look at your followers, your network and determine what they like and view.

Q: What does the audience do? I discovered Tweet Deck and was amazed by what I could find out about my network.

A. Twitter analytics, Facebook (limited), Crimson Hexagon, IFTT (If Then, Then That). Not only analyze the text, but these programs analyze visuals as well. There are free options as well as enterprise-level programs.

ADVICE: Set up a test group/focus group within the organization for feedback and comment.

PRO-TIP: Find a group outside to pre-test your campaign.

PRO-TIP: You cannot just post once a week, once a month. Be strategic at the beginning of the project. How many times, on what platforms, day/time/frequency is essential in strategic planning on social.

Content is king. How do you organize and leverage your content library for long-term use. Tie them to initiatives, programs, country holidays and special commemorations. You need to know your content archive and be strategic with how to use them over time.

Q: What are you telling people about paid promotion? What are the pros and cons for paid media?

A: There are lots of discussion on this. People are savvy enough to know the difference between organic content vs. paid content.

PRO-TIP: Look at the many free resources videos "BLUEPRINT" on FB to leverage paid ads. Awareness campaign is not as successful as other CTA campaigns.

Q: SEOs and suggestions that are zero cost.

A: My suggestion, make sure your headline and target audience is well thought out. It may not be necessary. Could be 3-4 keywords at most.

Pivot with immersive storytelling (AR/VR)

360 degree video on how the EU functions (5-minutes, a bit too long). It is on FB and YouTube: ÜRL: diplomacie.belgium.

People are engaging with longer content, previously it was 1-minute. Now you can go to 2-minutes, but break it into chapters.

PRO-TIP: You can play with inexpensive 360 cameras, but get yourself a good microphone. 360 videos and 360 photos.

PRO-TIP: THINKLINK app, go into 360 video and photos and you can add beacons in to learn more about the image/digital content.

- At USC Center on Public Diplomacy, we did a VR360 content creation from Pyeongchong Olympics. You can find those on our website at www.uscpublicdiplomacy.org. Mainstream media is very interested in VR/AR content and may be more sharing opportunities for amplification.
- Facebook live is a great way to engage audiences. You must have staff to moderate the program. You have a person who will lead the live and then another who will moderate comments and feedback during the live event.
- Social is on a one-way street, engage your audiences and make sure each engagement has a call to action. That way the interested participants have a place to go (your website).
- AI-Enabled Storytelling
- Timelines are great tools to minimize
- "KNIGHT LAB has free tools for journalists
- "Structured Stories" AI will augment information that story (additional information, geolocation information, or references and referrals to similar content)

Digital diplomacy, hacks, tips, best practices

Sharing tips, hacks and best practices by Matthias Lüfkens @luefkens @twiplomacy.

PRO-TIPS: Best practices on digital diplomacy

- Be visible on relevant conversations, e.g. relevant hashtags. Try to change your Twitter name, which can be up to 50 characters long, to a hashtag and be on top of the hashtag searches.

- Stories on Instagram is great for creating engaging content. Poll stickers is special effective to use in stories.
- Question stickers in Instagram stories is also engaging content. People are more willing to engage in Q&A's on Instagram rather than on other social platforms. Questions from Instagram stories is not public, so you can choose which Q's you want to answer.
- You can have up to 30 hashtags with your Instagram post. The more you use, the more effective. But only use relevant hashtags. You can put your hashtags in the comments. Emojis can also be a hashtag.
- Always do a background check on hashtags, so you don't use a hashtag that is used with content you don't want to be associated with.
- Train your inner circle to take photos that perform well on social media.
- Don't create a culture, where all posts needs to be approved. Instead focus on getting an editorial line approved, so you can create content within the editorial line.
- Insta3601x good tool
- Good apps for visual content creation: Quik, Snapseed, Canva
- Caption and text on video is crucial, because people watch videos without audio.
- If possible don't use hardcoded captions. Upload caption in a .srt file. The text feeds the search engines and meets the requirements of accessibility.
- Use ALT on images on Twitter and Instagram.
- MeetEdgar is a recommended scheduling tool.
- Reuse your best content. The risk of your audience seeing the content twice is small. WEF can reuse their best content up to ten times.
- Twitter UnRoll is way to make Twitter threads into longer posts.
- Use direct messages (DM) to social selling and ask for help to amplify your content.
- If your account's tweet is public, you are not private, so don't write the account is private.
- Tagging other accounts is very effective to create engagement.
- LinkedIn is getting increasingly popular and content gets increasingly more engagement.
- Don't just use social media for broadcasting – use it to find content. Nuzzle and Flipboard is example of tools for finding content.
- Consider using social media to ask for help and inspiration. It is a good way to start conversations.

Risks and threats for the Ministry of Foreign Affairs on social media

With the MFA being active on social media, there are certain risks and threats that may influence the work of the ministry or even the safety of the organisation and its employees. How do we cope with these risks and threats? Should we re-consider our online activity? How do we maintain our authority and authenticity? By Nathaniël Ormskerk, Dutch ministry of Foreign Affairs (online communication advice).

What is the main question / thesis / problem that is being discussed in this session?

Each individual risk comes with a certain impact.

How does the ministry maintains its authority and maintains its authenticity ?

Being authentic online / being safe !

What is the goal; we use SM for PD to show what we stand for and what we do

Personal different from corporate communications

4 to 500 different accounts

Research about risks about incidents

Disinformation also really frequent

How do you convince people that you are the legitimate channel where your info is going to be trusted?

participant from another MFA no communication strategy

Independence >

Example local account from Pakistan due to cartoon contest. Local vulnerability

Local account = close to local people but also potential target

Another MFA experience: command control doesn't work but training sensitization to the diplomatic staff

He sees there is a competitive aspect between embassies one embassy or MFAs wants to have the best digital diplomacy

No harm concept HQ MFA needs to work really closely with the Embassy to be sure no further harms happens

Question should you answer to questions to the posts published on the social media

Ideally staff should answer to guarantee interactivity

Question many accounts but what for ?

Use only the channels you know to how to use

Should we even consider to be on social media if we know we will not interact

Lot of risks are taken and it doesn't bring much!

Minister says to go out on twitter and show the world what we do ! but be aware of the risks

Once an Ambassador opened an account for his cat; is that Stupid or Soft power ?

strategy sometimes blocks

We have to take risks, because too much consideration of risks might impede innovation

Perception of risks is increasing due to the current trend (fake news, etc)

News move much faster than before as they are quickly forgotten

So it's the time to take risks

Let's be bold and take some risks

What happens if Facebook leaks data from MFA staff? Should we reconsider our policy using these sm with poor security

Which channels for which audience to choose

Automated generated content no control

We are not bold enough... channels are mainly used to communicate things we do in home countries

When posting, emb staff is asked to consult HQ and that is too slow considering the speed of social media

History about MFA staff wearing a scarf in Iran. ... big buzz and pb.

Question is if more context had been given before the MFA staff had been to Iran

Pre comment, explication, context won't serve because some people will only express according to their political views It did exist before social media

You cannot stop it but compensate with other posts (positive)

Example UK Amb in Cairo really human, many followers pb because personal account Egyptian followers will not be interested into next country Amb

UK view . personal account

Less reach institutional account potentially

In some contexts it may be better not to use social media due to negativity or hostile online environments

Question about impact regarding activity on social media

Embassies should work through soft power other organisations

There are often social activities really vigilant they could be used as partners

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

Is it ok to take risks

Plus or less

O for Calculated risks

Personal safety should be increased for officials gov

Language of Digital Diplomacy

What is the main question / thesis / problem that is being discussed in this session?

The language of Digital Diplomacy

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

Online language should be authentic and substantial and avoid predictability.

Use the space below for additional notes:

Online research to the topic by Gianni (EEAS). Nothing on the topic really exists.

Diplomatic language has developed from French to English.

A lot of jargon is used. Why?

Language online has changed? How can we better communicate online?

Is this new?

What should diplomatic language be in the online world?

The new language of diplomacy, may not be words, **but images.**

Where is the sweet spot to communicate with both the general public and influencers?

What is authentic communication?

EU communication comes up with general terms which has to apply to 500 million citizens.

What is the language of the internet?

Pass a serious message in a non-serious way.

Should communication keep track on the level of language of the public. Dumbing down?

How do we listen effectively to what works?

Changes in the online world go that fast, we cannot catch up.

The pope has not the same tone of voice on Twitter as a rapper.

Language should be meaningful.

Diplomats choose words that are safe.

Language reflects culture.... And the (diplomatic) culture is risk averse.

Jargon will always be the refuge.

Tweets on personal accounts should be human

What is your goal?

- -To get your message out?
- -To get your message seen?

Kennedy was talking to both Khrushchev and his electorate.

EEAS: no KPIs

- -What is your target group
- -Keep it short
- -Tweets should be like newspaper headlines

Challenge for tweets: informative, enticing,

Are *non-serious* tweets the way forward for diplomatic channels?

Is that effective diplomacy?

- -Yes, it's get you in the news.
- -You have to keep up to the trends (German MFA, Theresa May, Donald Tusk)

Use of focus groups

Long reads are becoming increasingly popular. But it is not for everyone.

KPI's and an editorial line are necessary.

Top tips for diplomats on social media in restrictive settings

How should/shouldn't diplomats tweet? Share experiences, showcase the good practices. By Michele Ernsting, Adrien Trocme and Canille Toutain.

What is the main question / thesis / problem that is being discussed in this session?

Co-creation session.

RNW is an NGO working in countries in restrictive settings - we create platforms for young communities, to make their voices heard. This involves creating dialogue with diplomats.

We want here to talk about how diplomats can engage safely and successfully with young people in these areas. We have some top tips and success stories to share, but we look forward to hearing your perspectives and fresh ideas.

Use the space below for additional notes:

PRO-TIPS: In restrictive settings, EVERYTHING is political.

4 things to think about as a diplomat before tweeting:

- *The subject:* always check with the subject of your tweet/post to make sure you are not exposing them to risk
- *The audience:* be aware of the multiple audiences and how they might (re)interpret your message for their own purpose
- *The theme:* consider all consequences before messaging on sensitive topics like human rights, SRHR or LGBT issues
- *Personal:* the personal and private cannot be separated. Apply these same tips to your personal accounts.

First questions raised:

when to communicate?

consequences - checks with subjects (example of green buttons wearing to signal that one doesn't want to be identified)

measure impact of posts/activities

For NGOs, we measure our impact by how diplomats reacted to our post, and if actions are being taken

For diplomats, they follow quantitative KPIS, metrics (exposure, reach, clicks, share etc). The challenge is to have qualitative KPIs.

Natural Language Programing allows some qualitative analysis of your tweets/topics: it can show the emotions linked to a specific topic/tweet, and its evolution.

how to engage online: when is too much, when is it not enough?

Is it okay to share private info? it does generate empathy from the audience, but there is a huge risk of backfiring.

A good way to engage is to end your tweet with a question addressed to the audience. Example: "This event is happening. What do you think of it?"

good example: diplomat in DRC created a hashtag "thousands reasons to love Congo", and publishes anecdotes or really light evergreen content.

good example: surfing on trendy viral posts (dancing etc). it helps building good relationships, trust with public, and help being heard by the public and policy-makers while still being critical.

how do you reach the right people? who should you address? figuring this out is a job in itself.

Involve NGOs in conversation in order to pass a message, rather than a diplomat social media account for more freedom in what you say: can NGO be a tool of communication? NGO can reinforce a message, but cannot replace the impact of diplomats' tweets.

make sure to choose the right channel, tailored to the country and to the audience!

check the activity level of people your are teaming up with / tagging in your post.

security tips: group messages are easier to hack, than one-to-one discussions

How do you do damage controls once a tweet went wrong?

moderating comments

keeping it quite

Tools for posting

PRO-TIP: Before posting: build a matrix

define a spectrum of your message (from neutral to high impact)

define strategic importance (low to high)

According to where your tweet appears in this matrix, define this tweet strategy and do some risk assessment: do I need to test it beforehand to a sample? should I mitigate the risk, transfer the risk...?

After posting: moderating comments is key to maintain control on conversations.

What about bots and trolls? build a policy regarding how to deal with those.

[How to get 5000 Twitter followers before the summer \(and what to do with them!\)](#)

Alexander Verbeek, who is the diplomat with the most Twitter-followers in the world, shares his tips and tricks

PRO-TIP: Be graphic: use images and videos, start with emojis, use blank lines to steal space from the others, retweet preferably by saving content and reposting, not by retweeting

Engage the audience, ask questions, debate, reply, make polls

Post positive news

PRO-TIP: Follow as many as people as we can, and unfollow when they do not follow, create lists with quality content and focus on them

create brand, stand out

Tools, tools and fools

What tools could be made with modern day technologies to support and enhance diplomacy work?

An inventory into work processes and search and retrieve activities by Lex Slaghuis (@ajslaghu).

Tools for Diplomacy: Data tools for diplomacy: how do diplomats want to use data.

We discussed several tools for different stages in communications. we will just share this with you:

- followerwonk
- lexusnexus
- jitsi
- google trends (don't forget them)
- smarp.com

- localfocus
- 1884.nl
- openraadsinformatie

Use data analysis to be able to communicate proactive!

What is the most important take-away / tip / outcome of this session? What should someone who hasn't been to this session absolutely know? Use one sentence!

We shared insiders knowledge ;-)

We should communicate less!

Discuss whether having your (or private company) personnel to communicate about their activities (Facebook, Twitter, etc.) is helpful, or could actually be more harmful than helpful. So what are limits of useful sharing of information? By Kees Smit.

How active should an embassy be in communicating?

PRO-TIPS: Considerations to keep in mind:

- Security risks (human rights)
- Do you react to comments? Some do and some don't. One might say that you should because that's the way to keep your followers connected. You build a kind of relationship.
- How authentic are these FB posts and Tweets?
- What's the added value for taxpayers? do we communicate to our taxpayers or to the host country?
- The MFA should centrally communicate to the domestic audience.
- Difference between embassies in the world... EU and developing world.
- Are PR officers obliged to react to FB posts?
- Work with interns, young generations are tech savvy
- Replying troll questions on social media? Should we do it?
- Embassies need to know their needs, audiences and channels to transmit the message.
- One way transmission of information, not the goal of social media.
- Matter of cost/benefit of using social media in a small embassy.
- Managing small number of questions.
- Q&A sessions, efficient
- Influence the local population, but the domestic population is taking over.
- Using light posts to hook the audience... add some stat to funny photos for example
- Dutch community not target audience
- If you engage you need to be very active. trade and economic diplomacy...
- Trade policy officers to help companies... do they have needs to communicate to the public
- building digital archive,
- Political issues tricky
- 140-150 fb pages for the Dutch MFA
- FB just for themes, not entities like embassies - idea
- old means of communication - newsletters still useful

Conclusion: two target groups: local and domestic (subconsciously), if you want to reach the local public it takes creativity and effort in interaction, need to be focused and selective. However, social media can and need to be fun and light. It is very risky though.

Social media training necessary for diplomats being posted abroad