

DigiTimes #2
JULY 2016

WORLD LEADERS SOCIAL MEDIA INDEX



CfDS

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July 2016



■ P R E F A C E

The use of social media nowadays has become increasingly significant. There are more than 2.078 billion active social media users worldwide, which is an increase of 222 million users from previous year (We Are Social, 2015). The penetration of social media globally also shows fairly significant number, as it reaches 29% in 2014 (We Are Social, 2015). Most of people use social media for several reasons, such as to reconnect with old friends, to get social support, and to some extent, to engage in political conversation (Hampton, et. al., 2011). The latter has seen somewhat an increase in recent years, especially as more governmental institutions and politicians join these social media platforms. Governments and politicians are starting to use social media intensively for various purposes. Most politicians frequently use social media such as Facebook and Twitter during the campaigning period to increase their popularity.

Government institutions mostly use the platform to inform the latest programs and policy. Incumbent politicians, on another hand, usually use social media to share their achievements, to inform about their current activities, and to get feedback from the citizens. In response to this phenomena, Center for Digital Society has created World Leaders Social Media Index; an index that comprises social media activities of current world leaders. The index maps out the use of social media by 202 country leaders by several indicators, such as frequency, number of followers/page likes and content. This report, hence, will elaborate on the nature of our findings. This is an independent report by Center for Digital Society with a purpose of creating a better understanding of social media use by the governments. We hope our findings can contribute to the growing discussion on social media and politics.

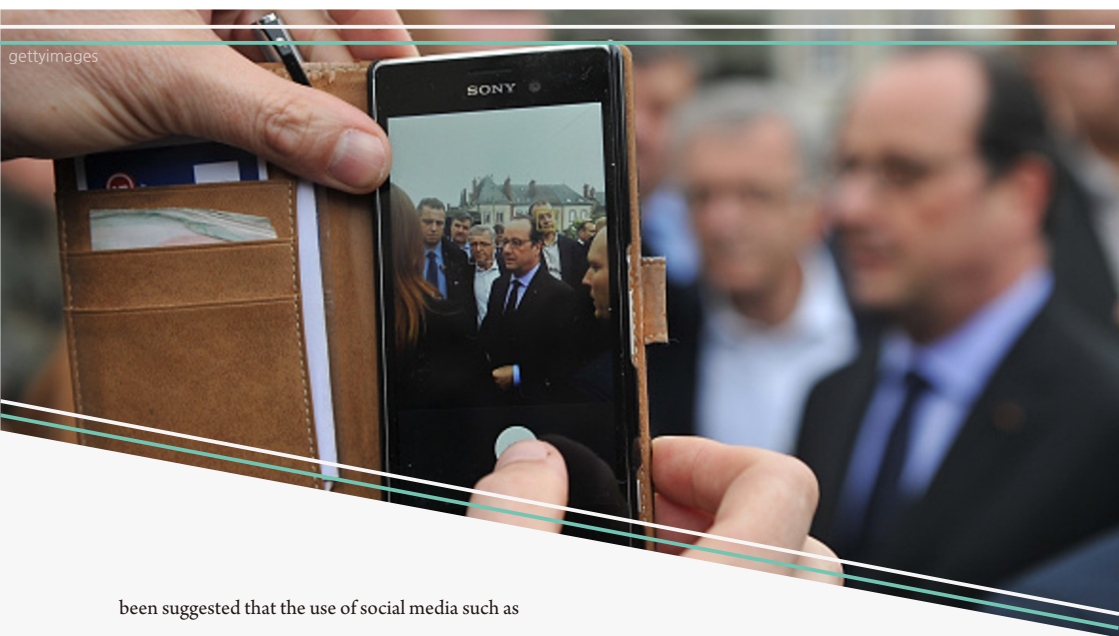
SOCIAL MEDIA USE BY WORLD LEADERS

Social media is a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content (Kaplan and Haenlein, 2010). Social media is far more than just a collection of a few popular apps and websites. Social media has had a tremendous impact on our culture, in business, on the world-at-large. Who would have thought, social media, which had been designed as a 'communication only' medium can be an important medium to mobilize Umbrella Revolution supporters in Hong Kong in 2014?

An interesting question arises from the phenomenon of world leaders in social media. Why would the world leaders bother to update their daily lives for us? Is it only for following the trend? Basically, leaders have long recognized the importance of communicating and cultivating an image to help maintain power and order (Howard and Hussain, 2011). Social media has become an outlet by which world leaders can communicate directly with citizens all around the world, without the need of traditional news media as an intermediary agent.

In the recent past, the internet has changed not only people's relationships by creating new platforms for social engagement, but also people's ability to contribute in the development process by creating a space for more diverse political opinions, social and cultural viewpoints and a heightened level of audience participation. It has





been suggested that the use of social media such as Facebook, YouTube, Twitter, Blogs and other social media tools as a new means to disseminate messages and engage the audience in participatory communication has created a new dimension in mass mobilization. Social media could have an impact on the politics of the individual to the state. Such as, The Middle East revolutions in early 2011 set off widespread speculation about the role of the Internet, and particularly social media tools, Facebook and Twitter, in facilitating social movement activity (Mejias 2011) -- or in general

elections, for example in Ivory Coast and current election in United States of America (competition between Donald Trump, Hilary Clinton, Bernie Sanders, and Ted Cruz). Through social media, people can learn a lot about elections and candidates. People can mobilize others to reject or support the candidates. Social media become a critical component of civic engagement, as they generate virtual discourse among friends, acquaintances, groups with similar aspirations, and with whoever shares one's common interests.

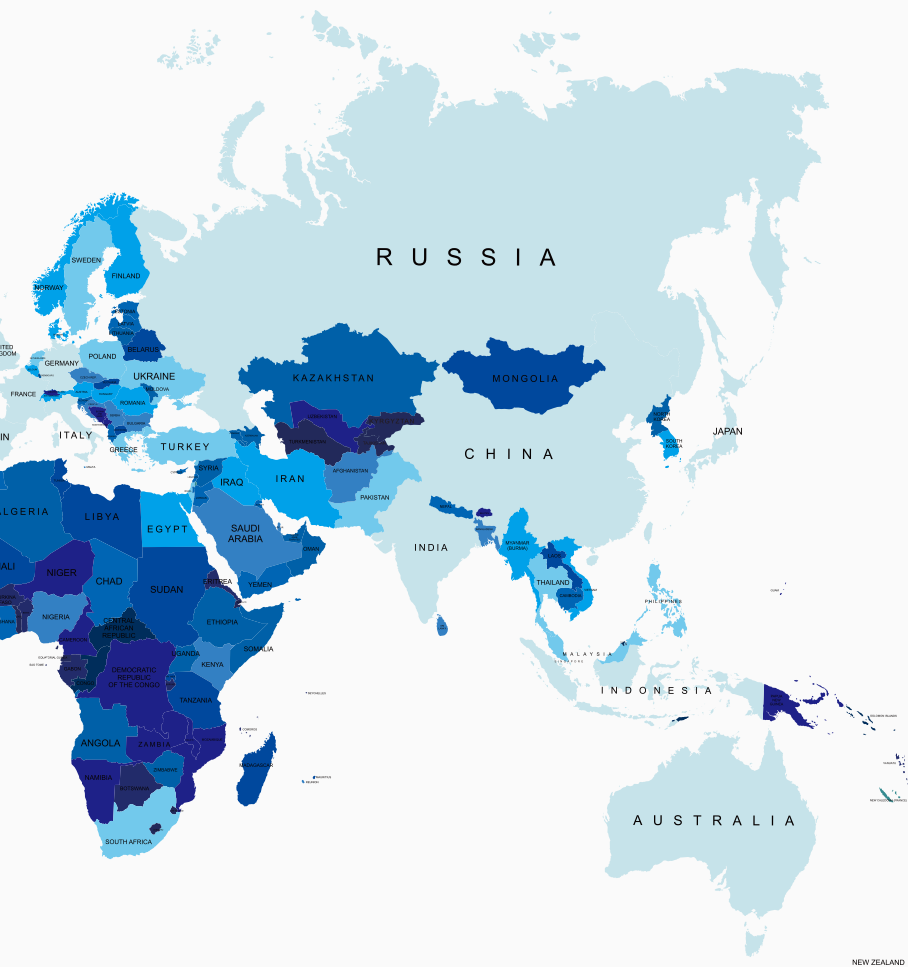
■ THE METHODOLOGY

The data collecting process was held from March to September 2015, where data of social media activities of world leaders were collected. The social media canal chosen to be the indicators of social media in this simple research is the Facebook and Twitter; with 202 countries with their leaders examined. These two social media platforms are considered and eventually chosen because of the high frequency of use of this social media by most world leaders, and the fact that these two still remain as the most popular and used social media platforms among others. Each of the platform, Facebook and Twitter, will have their own indexes, which are derived from each data after being normalized. Together, they form the World Leaders Social Media Index, in which each index will hold 50% of the summed value of the World Leaders Social Media Index. Due to normalization, the index will range from 0 to 1, in which 1 indicates the higher value.

■ THE RESULT

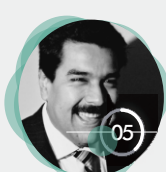
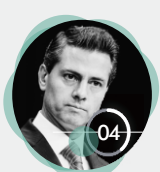
After deliberating and summing up all the data that are in, there can be presented three major rankings, which are: the World Leaders Social Media Index ranking (which represents the whole Social Media use by the world leaders); Facebook Index ranking (which represents the world leaders in using Facebook); and the Twitter Index ranking (which represents the use of Twitter by world Leaders). Here are the recaps. Interestingly, despite the growing trend, some countries (and their world leaders) still do not utilize Facebook and Twitter at all, resulting in some of 0 scores in the list. Here are some of the recapped lists.





least popular

TOP 10 MOST ACTIVE WORLD LEADERS ON SOCIAL MEDIA



BARACK OBAMA



1

NARENDRA MODI



0,451112

RECEP T. ERDOGAN



0,146074

ENRIQUE NIETO

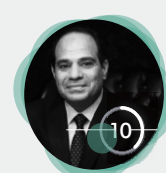
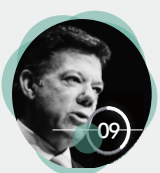
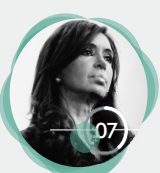


0,0946041

NICOLAS MADURO



0,090113



BENIGNO AQUINO



0,023035

CHRISTINA de KIRCHNER



0,019905

DILMA ROUSSEFF



0,019607

JUAN MANUEL SANTOS



0,018559

ABDEL FATTAH



0,017093

WORLD LEADERS' SOCIAL MEDIA INDEX

≡ STATUS: ACTIVE

COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE
United States	100	Malta	3.844059167	Macedonia, FYR	1.784439405
India	45.11117766	Paraguay	3.800735551	Australia	1.727002835
Turkey	14.60741792	Puerto Rico	3.576073366	New Zealand	1.629609035
Mexico	9.460440927	Sweden	3.405406933	Germany	1.565153094
Venezuela, RB	9.011331522	Dominican R.	2.960754663	Andorra	1.532062075
Philippines	8.385921668	France	2.867262084	Cote d'Ivoire	1.524520579
Argentina	7.246566201	Haiti	2.739747159	Bhutan	1.523374823
Brazil	7.13775624	Chile	2.599089694	Ukraine	1.453453485
Colombia	6.756420622	Nigeria	2.434519919	Lebanon	1.403505767
Egypt, Arab R.	6.222544505	Romania	2.393723177	Jamaica	1.399101439
Ecuador	5.327746086	Panama	2.320651985	Sri Lanka	1.352833383
Indonesia	5.115356184	Rwanda	2.242474243	Cambodia	1.349128959
Estonia	5.038187681	Iraq	2.062212253	Belgium	1.199746514
El Salvador	4.648414894	Afghanistan	1.977537051	Iran, Islamic R.	1.14737065
Guyana	4.608639112	Singapore	1.971400145	Netherlands	1.141047844
Costa Rica	4.544528984	Slovenia	1.931319354	Algeria	1.134013048
Malaysia	4.1549448	Canada	1.908519205	Peru	1.133452157
Spain	4.023395794	United Kingdom	1.856092159	Azerbaijan	1.126344447
Kenya	3.951662221	Norway	1.850841855	Greece	1.064635603
Italy	3.90420786	Israel	1.786518626	Georgia	1.017797963

≡ STATUS: MEDIOCRE

<	COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE	>
	Ghana	0.971913759	Denmark	0.436628392	Congo, Rep.	0.11748475	
	Senegal	0.944215344	Cape Verde	0.419939312	Myanmar	0.116488347	
	Cameroon	0.942403303	Madagascar	0.407955734	Bolivia	0.110679253	
	Mongolia	0.889476408	Russian Fed.	0.404989602	Cuba	0.073934151	
	Lithuania	0.830507724	Slovak Rep.	0.396496528	Gambia, The	0.072020813	
	Korea, Rep.	0.812617846	Burkina Faso	0.380246421	Burundi	0.051806362	
	Tanzania	0.802867165	Aruba	0.363452002	Kyrgyz Rep	0.048563774	
	Uganda	0.802469801	Benin	0.360906111	Mauritius	0.046258872	
	Serbia	0.781294221	Namibia	0.340264376	N. Caledonia	0.042098357	
	Poland	0.774703317	Austria	0.319221881	Montenegro	0.036329235	
	Cyprus	0.773448701	Barbados	0.289395844	Uzbekistan	0.032281077	
	Kosovo	0.770101913	Portugal	0.286208744	Nicaragua	0.029358848	
	Hungary	0.765503645	Mozambique	0.28583751	Palau	0.023051214	
	Pakistan	0.756379863	Bahamas, The	0.281327869	Chad	0.018807251	
	Croatia	0.725709689	Guinea	0.279502199	Antigua Bar.	0.015292609	
	St. Lucia	0.662381998	Czech Rep.	0.271744764	Eritrea	0.015275538	
	Japan	0.656421607	Albania	0.261324907	South Sudan	0.011968045	
	Zambia	0.649502814	Latvia	0.257783476	Curacao	0.011072849	
	Niger	0.563799627	Bermuda	0.218499775	Djibouti	0.011026966	
	Moldova	0.531186464	China	0.213952632	Sierra Leone	0.008431004	
	Finland	0.530705047	Togo	0.204402791	Fiji	0.007712316	
	Gabon	0.524637977	Guinea-B.	0.192613167	Bulgaria	0.006958498	
	Guatemala	0.506285009	Sudan	0.18753143	United Arab E.	0.006865464	
	Luxembourg	0.499555972	Cayman I.	0.175017225	Uruguay	0.003063364	
	Somalia	0.495303598	Mali	0.153140412	Belarus	0.001599477	
	Malawi	0.477417079	Botswana	0.152515259	Comoros	0.001230917	
			Iceland	0.152462386	Belize	0.000724632	

≡ STATUS: INACTIVE

<	COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE	>
	Angola	0	St. Kitts and Nevis	0	Sao Tome P.	0	
	Armenia	0	Kuwait	0	Suriname	0	
	Bangladesh	0	Lao PDR	0	Swaziland	0	
	Bahrain	0	Liberia	0	Seychelles	0	
	Bosnia and H.	0	Libya	0	Syrian Arab R.	0	
	Brunei D.	0	Liechtenstein	0	Thailand	0	
	Central African	0	Lesotho	0	Tajikistan	0	
	Switzerland	0	Morocco	0	Turkmenistan	0	
	Dominica	0	Monaco	0	Timor-Leste	0	
	Ethiopia	0	Maldives	0	Tonga	0	
	Faeroe Islands	0	Marshall Islands	0	Trinidad T.	0	
	Micronesia	0	Northern M.	0	Tunisia	0	
	Equatorial G.	0	Mauritania	0	Tuvalu	0	
	Grenada	0	Nepal	0	Vietnam	0	
	Greenland	0	Oman	0	Vanuatu	0	
	Guam	0	Papua New G.	0	W Bank/Gaza	0	
	Honduras	0	Korea, D.R.	0	Samoa	0	
	Ireland	0	Qatar	0	Yemen, Rep.	0	
	Jordan	0	Saudi Arabia	0	South Africa	0	
	Kazakhstan	0	Solomon I.	0	Congo, D.R	0	
	Kiribati	0	San Marino	0	Zimbabwe	0	

As we can see from the index above, countries are grouped into three categories, based on their scores. The first group of countries represent countries with the score of 1-100, and thus classified as ACTIVE. The second group are countries with scores of 0-1, and thus classified as MEDIOCRE; and the last group are groups with scores of 0, thus classified as INACTIVE.

Based on the index above, active participation in social media is only indicated by the president of the United States. It is very surprising, given the penetration of the Internet, the development of society, and the development of the idea of democracy which should increase nowadays. Social media as a new medium for leaders, in fact, has not developed further.

TOP 10 MOST ACTIVE WORLD LEADERS ON FACEBOOK



BARACK OBAMA
 1



NARENDRA MODI
 0,656296



RECEP T. ERDOGAN
 0,171072



ABDEL FATTAH
 0,110798



ENRIQUE NIETO
 0,105987



BENIGNO AQUINO
 0,104987



DONALD RAMOTAR
 0,089285



DILMA ROUSSEFF
 0,517715



JOKO WIDODO
 0,05272



GOODLUCK JONATHAN
 0,47165

WORLD LEADERS' PARTICIPATION ON FACEBOOK

≡ STATUS: ACTIVE

COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE
United States	100	Sri Lanka	2.62090933	Paraguay	1.354809829
India	65.62928383	Cambodia	2.613732571	Haiti	1.332326598
Turkey	17.10716825	Italy	2.461284705	Lebanon	1.323059279
Egypt, Arab R.	11.07984983	Afghanistan	2.229568023	Puerto Rico	1.322307541
Mexico	10.59873809	Algeria	2.196978147	Macedonia, FYR	1.30696019
Philippines	10.49871408	Costa Rica	1.981058595	Senegal	1.267453169
Guyana	8.928538726	Israel	1.939423755	Zambia	1.258313113
Brazil	6.17152268	Georgia	1.837645759	United Kingdom	1.208892618
Indonesia	5.271981303	France	1.733365246	Lithuania	1.20824719
Nigeria	4.716512804	Chile	1.72130527	Uganda	1.190451957
Romania	4.637475309	Panama	1.667567321	New Zealand	1.172015328
Argentina	4.387683585	Rwanda	1.583594808	Niger	1.092276196
Kenya	4.338034076	Australia	1.504901178	Serbia	1.086981705
Germany	3.032246543	Dominican Rep.	1.486803732	Kosovo	1.086242627
Singapore	2.890378127	Hungary	1.483047115	Poland	1.057430074
Colombia	2.751371956	Croatia	1.405952365	Moldova	1.029093145
Ecuador	2.74323698	Ghana	1.378392218	Pakistan	1.028613731
Iraq	2.64853356	Greece	1.35942343	Malta	1.024764433

≡ STATUS: MEDIOCRE

COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE
Gabon	0.981689756	Jamaica	0.638246291	Bolivia	0.214424253
Guatemala	0.980850356	Bhutan	0.636800192	Iceland	0.214357879
Cameroon	0.939529798	Austria	0.61844394	Benin	0.136446371
Spain	0.929888625	Aruba	0.618220581	Cuba	0.124469648
Malawi	0.924923123	Barbados	0.56066052	Cayman I.	0.110989761
Norway	0.916417915	Namibia	0.554161339	Ukraine	0.098915404
St. Lucia	0.874826702	Mozambique	0.553766787	Mauritius	0.089619543
Mongolia	0.86001796	Sweden	0.536548008	Congo, Rep.	0.07078583
Slovenia	0.858919285	Czech Rep.	0.526464232	Burundi	0.070582482
Finland	0.856312696	Guinea	0.525932607	Montenegro	0.070382379
Denmark	0.845901233	Bahamas, The	0.525730701	Uzbekistan	0.056931532
Netherlands	0.805508802	Albania	0.506277341	Antigua Bar.	0.029627109
Madagascar	0.790352311	Cyprus	0.487968026	Eritrea	0.029594037
Venezuela, RB	0.779774342	Portugal	0.464560084	South Sudan	0.02318627
Canada	0.775332911	Luxembourg	0.396052085	Curacao	0.021451963
Estonia	0.762944641	Togo	0.39599938	Djibouti	0.021363072
Korea, Rep.	0.746651367	Guinea-Biss	0.373158774	Fiji	0.014941442
Slovak Re.	0.740443973	Sudan	0.36331368	Somalia	0.01372765
Burkina Faso	0.736669722	Mali	0.296686303	Bulgaria	0.013481035
Cape Verde	0.729864651	Botswana	0.295475164	United Arab E	0.013300795
Cote d'Ivoire	0.674243047	Tanzania	0.282019991	Belarus	0.003098743
Azerbaijan	0.665511123	Myanmar	0.225678491	Comoros	0.002384715
Belgium	0.655008259				

≡ STATUS: INACTIVE

COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE
Andorra	0	Kiribati	0	Solomon Islands	0
Angola	0	St. Kitts and Nevis	0	Sierra Leone	0
Armenia	0	Kuwait	0	El Salvador	0
Bangladesh	0	Lao PDR	0	San Marino	0
Bahrain	0	Liberia	0	Sao Tome P.	0

Bosnia and H.	0	Libya	0	Suriname	0
Belize	0	Liechtenstein	0	Swaziland	0
Bermuda	0	Lesotho	0	Seychelles	0
Brunei D.	0	Latvia	0	Syrian Arab R.	0
Central African	0	Morocco	0	Chad	0
Switzerland	0	Monaco	0	Thailand	0
China	0	Maldives	0	Tajikistan	0
Dominica	0	Marshall Islands	0	Turkmenistan	0
Ethiopia	0	Northern Mariana	0	Timor-Leste	0
Faeroe Islands	0	Mauritania	0	Tonga	0
Micronesia	0	Malaysia	0	Trinidad T.	0
Gambia, The	0	New Caledonia	0	Tunisia	0
Equatorial Guinea	0	Nicaragua	0	Tuvalu	0
Grenada	0	Nepal	0	Uruguay	0
Greenland	0	Oman	0	Vietnam	0
Guam	0	Peru	0	Vanuatu	0
Honduras	0	Palau	0	W Bank / Gaza	0
Ireland	0	Papua New G.	0	Samoa	0
Iran, Islamic Rep.	0	Korea, Dem. Rep.	0	Yemen, Rep.	0
Jordan	0	Qatar	0	South Africa	0
Japan	0	Russian Fed.	0	Congo, Dem. R.	0
Kazakhstan	0	Saudi Arabia	0	Zimbabwe	0
Kyrgyz Republic	0		0		0

TOP 10 MOST ACTIVE WORLD LEADERS ON TWITTER



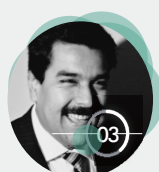
BARACK OBAMA

1



NARENDRA MODI

0,4232217



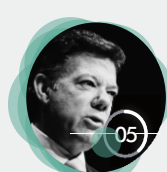
NICOLAS MADURO

0,177931



RECEP T. ERDOGAN

0,119406



JUAN M. SANTOS

0,110292



CHRISTINA de KIRCHNER

0,102965



SALVADOR S. CEREN

0,096075



TOOMAS H. ILVES

0,095992



NAJIB RAZAK

0,085876



ENRIQUE NIETO

0,08461

WORLD LEADERS' PARTICIPATION ON TWITTER

≡ STATUS: ACTIVE

COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE
United States	100	Puerto Rico	5.980479546	Iran, Islamic R.	2.371430866
India	23.22165359	Italy	5.443575133	Peru	2.342663577
Venezuela, RB	17.79308104	Indonesia	4.948262336	Macedonia, FYR	2.293833043
Turkey	11.94058578	Dominican Rep.	4.533223589	Jamaica	2.210811687
Colombia	11.02916434	Haiti	4.241238866	New Zealand	2.117788031
Argentina	10.29653482	France	4.076947905	Australia	1.963949633
El Salvador	9.607527048	Kenya	3.539465504	Belgium	1.780894747
Estonia	9.5991854	Chile	3.535544701	Afghanistan	1.708660479
Malaysia	8.587603617	Andorra	3.166526259	Israel	1.623393409
Mexico	8.246060665	Canada	3.117446691	Azerbaijan	1.617979594
Brazil	8.168572271	Slovenia	3.075397999	Netherlands	1.499014114
Ecuador	8.08500223	Panama	3.017388435	Lebanon	1.489329249
Spain	7.323671126	Rwanda	2.945392783	Iraq	1.436701582
Costa Rica	7.279340194	Ukraine	2.898528078	Tanzania	1.358527452
Malta	6.851793869	Norway	2.847722131	Japan	1.356718041
Sweden	6.466018666	United Kingdom	2.546550129	Cyprus	1.078010733
Paraguay	6.410145479	Bhutan	2.469207571	Egypt, Arab R.	1.040579805
Philippines	6.131911478	Cote d'Ivoire	2.43163015	Somalia	1.009067792

≡ STATUS: MEDIOCRE

COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE
Singapore	0.990988226	China	0.442205729	N. Caledonia	0.087010543
Cameroon	0.945468872	St. Lucia	0.435737617	Iceland	0.086429834
Mongolia	0.920903841	Kosovo	0.432830544	Nicaragua	0.060680023
Korea, Rep.	0.882993484	Lithuania	0.427526215	Palau	0.047643158
Russian Fed	0.837048466	Uganda	0.38855515	Chad	0.038871568
Greece	0.750144334	Cayman I.	0.243324247	Gabon	0.037037131
Luxembourg	0.609977996	Finland	0.183333979	Burundi	0.031775257
Benin	0.600368604	Congo, Rep.	0.167304998	Slovak Rep.	0.029559843
Senegal	0.599372497	Gambia, The	0.148855454	Bahamas, The	0.020589298
Ghana	0.538266523	Georgia	0.143152033	Cuba	0.020020891
Latvia	0.532797046	Namibia	0.11207067	Sierra Leone	0.017425531
Poland	0.473079274	Kyrgyz Rep.	0.100373521	Guinea	0.016600532
Pakistan	0.465950047	Portugal	0.095936508	Uruguay	0.006331482
Serbia	0.455174769	Aruba	0.091654844	Uzbekistan	0.005983
Bermuda	0.451603943	Cape Verde	0.08929875	Belize	0.001497699

≡ STATUS: INACTIVE

COUNTRY	SCORE	COUNTRY	SCORE	COUNTRY	SCORE
Angola	0	Guatemala	0	Nepal	0
Albania	0	Guam	0	Oman	0
United Arab E.	0	Guyana	0	Papua New G.	0
Armenia	0	Honduras	0	Korea, Dem. R.	0
Antigua B	0	Croatia	0	Qatar	0
Austria	0	Hungary	0	Romania	0
Burkina Faso	0	Ireland	0	Saudi Arabia	0
Bangladesh	0	Jordan	0	Sudan	0
Bulgaria	0	Kazakhstan	0	Solomon Islands	0
Bahrain	0	Cambodia	0	San Marino	0

Bosnia and H	0	Kiribati	0	South Sudan	0
Belarus	0	St. Kitts and Nevis	0	Sao Tome P.	0
Bolivia	0	Kuwait	0	Suriname	0
Barbados	0	Lao PDR	0	Swaziland	0
Brunei D.	0	Liberia	0	Seychelles	0
Botswana	0	Libya	0	Syrian Arab R.	0
Central African	0	Liechtenstein	0	Togo	0
Switzerland	0	Sri Lanka	0	Thailand	0
Comoros	0	Lesotho	0	Tajikistan	0
Curacao	0	Morocco	0	Turkmenistan	0
Czech Rep	0	Monaco	0	Timor-Leste	0
Germany	0	Moldova	0	Tonga	0
Djibouti	0	Madagascar	0	Trinidad T	0
Dominica	0	Maldives	0	Tunisia	0
Denmark	0	Marshall Islands	0	Tuvalu	0
Algeria	0	Mali	0	Vietnam	0
Eritrea	0	Myanmar	0	Vanuatu	0
Ethiopia	0	Montenegro	0	W Bank / Gaza	0
Fiji	0	Northern Mariana	0	Samoa	0
Faeroe Islands	0	Mozambique	0	Yemen, Rep.	0
Micronesia	0	Mauritania	0	South Africa	0
Guinea-Bissau	0	Mauritius	0	Congo, Dem. R.	0
Equatorial Guinea	0	Malawi	0	Zambia	0
Grenada	0	Niger	0	Zimbabwe	0
Greenland	0	Nigeria	0		



Facebook continues to dominate the global social media landscape, claiming 1.366 billion active users in January 2015 (Kemp, 2015). Meanwhile, Twitter has 284 billion active users. Facebook and Twitter are perfect social media to broadcast message, both political and non-political. As an example, in March 2014 the U.S. State Department launched the Twitter campaign #UnitedForUkraine as a signal of solidarity with Kiev against Russian meddling in eastern Ukraine or the viral #BringBackOurGirls movement which was about to free the children abducted by Boko Haram in Nigeria.

Data shown from the active participation of world leaders in social media Facebook and Twitter above, are very few that have an active status. On Facebook, there is only the United States and India. Meanwhile on Twitter, there is only the United States.

The facts presented by the index interesting as opposed to today's news. Example, many foreign ministers have used the platform to form "mutual connections with their peers." Mutual connections on Twitter allow leaders to exchange direct messages and hold private conversations, which have been used to "set the record straight" on events or "coordinate...digital outreach" between ministries. In September 2013 the State Department started to follow 22 other foreign offices as well as Iran's President @HassanRouhani and Foreign Minister @JZarif, timidly re-establishing diplomatic relations between the United States and Iran on Twitter. The Swedish Foreign Ministry (@Swe_MFA) has made a conscious effort to establish connections on Twitter, unilaterally following 355 other world leaders. French Foreign Minister @LaurentFabius is following 250 and

the Croatian government @VladaRH has made overtures to 195 other world leaders. The Foreign Ministry of Peru, Iceland, Kyrgyzstan and the Foreign Minister of Kosovo and Panama have all made similar attempts to put themselves into the diplomatic Twittersphere and create connections, hoping to tweet eye to eye with other world leaders. Then, the efforts from The Swedish Foreign Ministry to promote #DigitalDiplomacy. In January 2014 the Swedish Foreign Ministry invited 30 digital diplomats from around the world to the Stockholm Initiative for Digital Diplomacy (#SIDD). The initial meeting in Stockholm has given birth to a loose diplomatic network of social media. And remember, apart from the example above, the majority of the world leaders are not active on social media.

■ SOCIAL MEDIA INDEX BY REGION



Index aggregated from number of followers on facebook and twitter in 5 continents

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ABOUT CFDS

Center for Digital Society (CfDS) is the research center established by the Faculty of Social and Political Sciences, Universitas Gadjah Mada. The institution is created under the concern over the contemporary dynamics of socio-political condition of the world that is accentuated by the impeccable influence of information technology. The phenomenon triggers the new patterns and complexities in the society, and thus requires new approaches in managing such complexities.

CfDS pledged to delve more on the study of contemporary digital society, including related issues surrounding the topic; such as the issues of smart city and urban development. The emphasis is then put on the utilization of technology to shape the society in becoming digitalized, as well as to bring solvency to social issues.

Vision

Solving Social Problem and Accelerating Prosperity through Indonesia Digital Society

Activities

1. Research and Development
2. Dissemination and Publication
3. Education and Policy Advocacy

Research Scoops

1. Digital Commerce
2. Digital Citizenship
3. Digital Lifestyle

