



The Digital Diplomacy Handbook: How to use social media to engage with global audiences

Antonio Deruda

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This is the first practical guide that explains step-by-step how to do digital diplomacy. The author, an international consultant and trainer with strong background in digital diplomacy, provides diplomats, international officers, public diplomacy scholars and communications professionals with proven tactics and tips on how to leverage social media to engage with global audiences. The book offers detailed explanations of how to monitor the web, filter relevant information, design global social media strategies, develop compelling content to engage multicultural audiences, manage online conversations and master the main social media.

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