

**LEVERAGING DIGITAL MEDIA IN
ADVANCING GHANA'S FOREIGN POLICY
UNDER PRESIDENT AKUFO –ADDO'S
ADMINISTRATION**

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DECLARATION

I, hereby declare that this dissertation is the result of an original research conducted under the supervision of Dr. Yao Gebe and that all references have been duly acknowledged. This dissertation has not been presented either in whole or in part to any other educational institution for any purpose.

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.....
DATE

DEDICATION

This work is dedicated to my husband Joe T. Thank you for your love, patience and counsel which have helped me chart this path for myself.

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My sincere gratitude goes to the Lord God Almighty for His direction and seeing me through this phase of my life. My appreciation goes to my husband Joseph Taylor, daughter Ewurama Nhyira Taylor, parents Mr and Mrs. Agyena Yeboah and siblings Yaw Owiredu Yeboah, Mrs Adwoa Nyarkoa Obiri-Yeboah and Kwabena Okyere-Darko Yeboah for all the sacrifices they made to help me make this dream a reality.

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LIST OF ACRONYMS

GTA	Ghana Tourism Authority
ISD	Information Services Department
MDA	Ministries, Departments and Agencies
MFARI	Ministry of Foreign Affairs and Regional Integration
MOTAC	Ministry of Tourism and Culture
NITA	National Information Technology Agency

TABLE OF CONTENT

DECLARATION	I
DEDICATION	II
ACKNOWLEDGEMENT	III
LIST OF ACRONYMS	IV
TABLE OF CONTENT	V
ABSTRACT	VIII
CHAPTER ONE	1
INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY.....	1
1.2 STATEMENT OF THE RESEARCH PROBLEM	3
1.3 RESEARCH QUESTIONS.....	3
1.4 OBJECTIVES OF THE STUDY	4
1.5 SCOPE OF THE RESEARCH	4
1.6 RATIONALE.....	4
1.7 CONCEPTUAL FRAMEWORK	5
1.8 LITERATURE REVIEW	9
1.8.1 Introduction	9
1.8.2 Digital Media	9
1.8.3 Foreign Policy and Digital Media	11
1.8.4 Digital Media Platforms	12
1.8.5 Opportunities and Limitations of Digital Media	15
1.8.6 Other Uses of Digital Media	17
1.8.7 Conclusion.....	18
1.9 CLARIFICATION OF KEY CONCEPTS	18
1.10 RESEARCH DESIGN	19
1.11.1 Methodology.....	19
1.11.2 Sampling Method.....	19
1.11.3 Sources of Data	21
1.11.4 Data Analysis.....	21
1.11.5 Ethical Considerations.....	22
1.11.6 Limitations.....	22

1.11 ORGANIZATION OF STUDY.....	22
REFERENCES.....	23
CHAPTER TWO	25
DIGITAL MEDIA PLATFORMS USED IN DIPLOMACY.....	25
2.1 INTRODUCTION.....	25
2. 2 HISTORY AND EVOLUTION OF DIPLOMACY	25
2.3 DIGITAL MEDIA PLATFORMS.....	27
2.3.1 Websites	28
2.3.2 Twitter.....	32
2.3.3 Facebook	36
2.3.4 Instagram	41
2.3.5 YouTube	44
2.3 CONCLUSION	48
REFERENCES.....	49
CHAPTER THREE	51
THE USE OF DIGITAL MEDIA IN GHANA.....	51
3.1 INTRODUCTION.....	51
3.2 ROLES OF MINISTRIES, DEPARTMENTS AND AGENCIES IN GHANA.....	51
3.2.1 Ministry of Foreign Affairs	51
3.2.2. Ministry Of Tourism and Culture	53
3.2.3 Ghana Tourism Authority.....	54
3.2.4 Information Services Department	56
3.3 THE USE OF DIGITAL MEDIA BY MINISTRIES, DEPARTMENTS AND AGENCIES.....	57
3.3.1 Content and Foreign Policy	58
3.3.2 Procedure for Uploading Content on Digital Media Platforms.....	60
3.3.3 Training for Personnel.....	61
3.3.4 Response Time	62
3.4 COLLABORATION AMONG MDAs ON DIGITAL MEDIA PLATFORMS.....	62
3.5 SUCCESSES OF USING DIGITAL MEDIA.....	64
3.5.1 Reaching a Wider Audience	64
3.5.2 Reduction in Cost	65
3.5.3 Online Advertising Campaigns	65
3.5.4 Feedback.....	67
3.5.5 Education	67
3.6 CHALLENGES OF USING DIGITAL MEDIA	68
3.6.1 Internet	68
3.6.2 Political Interference.....	69
3.6.3 Hacking.....	69
3.6.4 Online Impersonation	70
3.6.5 Institutional Challenges.....	71
3.7 CONCLUSION	71
REFERENCES.....	73
CHAPTER FOUR	75
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.....	75

4.0 INTRODUCTION.....	75
4.1 SUMMARY OF FINDINGS	75
4.2 CONCLUSIONS.....	78
4.3 RECOMMENDATIONS	80
4.3.1 Education	80
4.3.2 Internet	80
4.3.3. Collaboration among MDAs.....	80
4.3.4 In-House Digital Marketer.....	81
4.3.5 Sharing Links across Digital Media Platforms	81
BIBLIOGRAPHY	82
Books	82
Journal Articles	82
Internet Sources	83
Interviews	85
Thesis	86
APPENDIX.....	87

ABSTRACT

The use of websites, Twitter, Facebook, Instagram and YouTube have become a major part of diplomacy today. Developed states have taken to these platforms and using them as a tool to advance their foreign policy and to showcase their soft power. Developing states, on the other hand, are adapting to the use of websites, Twitter, Facebook, Instagram and YouTube to advance their foreign policy objectives although, there is room for improvement. Using the concept of soft power, the study explored how these digital media platforms can be used in Ghana to advance its foreign policies. The study looked at the extent which the Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, the Information Services Department and the Ghana Tourism Authority have leveraged digital media in advancing Ghana's foreign policy. The study argues that the effective use of digital media by the Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, the Information Services Department and the Ghana Tourism Authority could help advance the state's foreign policy objectives. Findings from the study indicate that these institutions do have some presence on at least two of these digital media platforms but they do not collaborate on these platforms. Some of the successes achieved by these institutions in using these digital media platforms include reaching a wider audience, educating their followers and embarking on online advertising campaigns. Lack of stable internet, political interference and institutional challenges are some of the challenges faced by these institutions regarding the use of digital media. Based on the findings, the study recommends education, collaboration and stable internet to help Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, the Information Services Department and the Ghana Tourism Authority leverage digital media to advance Ghana's foreign policy.

CHAPTER ONE

INTRODUCTION

This chapter gives the background to the study. It also presents the research design, conceptual framework and literature reviewed to support the study.

1.1 Background of the Study

Lord Palmerston, a British Foreign Minister reportedly exclaimed “My God, this is the end of diplomacy!” when he received his first telegram in the 1840s (Hocking & Melissen, 2015). Little did he know that the telegraph was the beginning of a revolution in diplomacy. Today, there is an array of technological options such as emails, video conferencing and digital media platforms available for communicating in diplomacy. This has resulted in a “shift from government-to-government diplomacy to people-to-people diplomacy” (Aharoni, 2015).

In recent times, world leaders, diplomats, cabinet members and political leaders have taken to the use of Twitter, to communicate their nation’s policies and to speak about an issue, which yields both negative and positive results. Bjola (2015) notes that social media is not only able to “transcend hierarchical chains of diplomatic communication, but also brings ordinary people into the spotlight of political life and making their voice heard”. The use of social media also allows diplomats to engage directly with a foreign audience (Bjola, 2015).

Research conducted by Burson Cole and Wolfe (2018) identified Twitter as the most used social media platform with ninety-seven per cent of all 193 United Nations member states with an official presence on the Twitter. This is followed by Facebook which has 93 per cent of UN member states present (Cole and Wolfe, 2018). Instagram comes in third with 81 per cent of all UN member states with accounts on that platform (Cole and Wolfe, 2018). According to the same study, the most

important Ghanaian social media accounts are that of the President, the Presidency, the Ministry of Foreign Affairs and the social media account of the Minister of Foreign Affairs.

The way states conduct themselves within the international system has always been profoundly affected by technology (Westcott, 2008). Since technology thus the use of digital media platforms have become a part of diplomacy, it is prudent to study how Ministries, Department and Agencies (MDAs) in Ghana are leveraging digital media platforms to advance the foreign policy objectives of Ghana.

The foreign policy of Ghana is enshrined in the 1992 constitution. However, most incumbents develop their foreign policies based on the constitution for their tenure of office to include other aspects of foreign policy which is not indicated in the constitution. In this regard, this study opts for the 2016 Manifesto of the incumbent President Akuffo Addo as a guideline for foreign policy under that administration, specifically its economic foreign policy outlined as follows:

- ❖ Opening up markets abroad for Ghanaian goods and services and attracting foreign investments.
- ❖ An important task of our diplomatic missions will be to link our businessmen with foreign counterparts in strategic alliances and partnerships to develop the private sector
- ❖ To market the country as an attractive destination for foreign investment.
- ❖ The Ministry will facilitate linkages between Ambassadors and High Commissioners and MMDCEs with the view of maximizing investment and trade opportunities for local authorities.

1.2 Statement of the Research Problem

Ghana is adapting digital media opportunities to position itself globally and increase her digital visibility. Although the Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, the Information Services Department and the Ghana Tourism Authority have social media pages and websites there is the need to take it further by actively using these platforms to promote Ghana's foreign policies. This can be done by coordinating tweets, Facebook posts, and website YouTube links of the various departments to project these policies.

“CNN travel” on the second of January 2019, listed Ghana as the fourth out of nineteen places to visit in 2019. The Year of Return was also launched by the President to encourage Africans in the diaspora to come home thus, Ghana. Investors, tourists and citizens who will take these opportunities and visit Ghana will need to know what to expect beforehand, basic things about Ghana, like language, where to eat and sleep. This information should be easily accessible through the digital media but, this is not the case sometimes.

This study seeks to investigate how well websites, Twitter, Facebook, Instagram and YouTube is being utilized by the Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, the Information Services Department and the Ghana Tourism Authority in communicating the foreign policy objectives of Ghana as stated in the 2016 Manifesto with interest in the economic foreign policy (page 155 section I) of the ruling political party, the New Patriotic Party.

1.3 Research Questions

1. How are these MDAs adapting to the use of these digital media platforms?
2. Do these MDAs collaborate in disseminating information about Ghana digitally?

3. What are the challenges faced by these MDAs in using these digital media platforms?
4. What are the successes achieved by these MDAs in using these digital media platforms to achieve Ghana's economic foreign policy?

1.4 Objectives of the Study

1. To examine how these MDAs are adapting to the use of these digital media platforms.
2. To find out how these MDAs collaborate in disseminating information about Ghana digitally.
3. To investigate the challenges faced by these MDAs in using these digital media platforms.
4. To find out the successes achieved by these MDAs in using these digital media platforms to achieve Ghana's economic foreign policy.

1.5 Scope of the Research

Looking at the economic foreign policy of the incumbent, this study covers how the Ministry of Foreign Affairs and Regional Integration (MFARI), Ministry of Tourism, Arts and Culture (MOTAC), Ghana Tourism Authority (GTA) and the Information Services Department (ISD) are leveraging their websites, Facebook, Twitter, Instagram and YouTube to help advance the economic foreign policy as stated in the NPP's 2016 Manifesto.

1.6 Rationale

According to the global index on soft power conducted in 2018, the first fifteen countries that make use of digital media are developed countries. They use this medium in churning out information about their foreign policies, government, education and cuisine, to mention but a few. This has helped them to effectively communicate their foreign policy to both local and foreign audiences. Although in Africa, the President of Ghana, Akuffo-Addo has quite a number of

followers on social media platforms, the study observed that it is not the same story for ministries, departments and agencies (MDAs).

The fifty most visited websites in Ghana do not include any of the MDAs websites, although most MDAs have websites. There is, therefore, the need to study and understand the effective use of digital media within MDAs and to know the benefits, innovations and challenges faced by MDAs. The study seeks to investigate why these agencies, although are making strives, do not seem to have enough presence on Facebook, Twitter, Instagram and YouTube. Finally, the study seeks to know how best these digital media platforms can be used to promote Ghana.

1.7 Conceptual Framework

This study evaluates the use of digital media through the conceptual framework of Soft Power. According to J.S. Nye (2016), in his book *Bound to Lead*, published in 1990, he disputed the then-prevalent view that America was in decline. Nye indicates that the end of the Cold War had America trying to find its place in the world as its power in the world was perceived to be in decline. “Power means an ability to do things and control others, to get others to do what they otherwise would not” (J. Nye, 2016). He goes on to say that political leaders and diplomats commonly define “power as the possession of population, territory, natural resources, economic size, military forces and political stability”. He notes that traditionally, power was embedded in a state’s strength during war.

However, Joseph Nye posits that hard power which lies in military strength or in the strength of a state during war has shifted and it is no longer attractive owing to the interdependence of states today. Nye quotes Henry Kissinger who attributes the world’s interdependence to economics, communication and human aspirations. He acknowledges that satellites and fibre-optic cables

instantaneously and continuously, in the form of internet that links people across the world, has diffused hard power and made it unattractive as mentioned earlier.

The changing face of power, diffusion of power and the interdependence of states suggest that a more attractive measure can be put in place in for both state and non-state actors to attain their goals other than the traditional means. This is how the term soft power was coined by Joseph Nye. “A state may achieve the outcomes it prefers in world politics because other states want to follow it or have agreed to a situation that produces such effects” (Nye, 2016). He believes that the definition of power is “losing its emphasis on military force and conquest that marked earlier eras”. In today’s international system, factors such as technology, education and economic growth are becoming more significant in international affairs, while factors such as geography, population and raw materials are becoming somewhat less important (Nye, 2016).

The initial term soft power is defined as the “ability to set the agenda in world politics through persuasion, enticing and attracting others, through the force of one’s beliefs, values and ideas, and not through military and economic coercion” (J. S. Nye, 1990). The term soft power has been modified throughout the years. As the years progressed, so did the term. Some versions of Nye’s soft power definition include: “the ability to get what you want through attraction rather than coercion or payment. It arises from the attractiveness of a country’s culture, political ideals and policies” (Nye, 2004). Nye extended his definition into “the ability to affect others through the co-optive means of framing the agenda, persuading and eliciting positive attraction to obtain preferred outcomes”. This definition was coined in 2011, according to Trunkos 2013.

Soft power has enhanced the capabilities of developing and weak states through the use of modern technology (Nye, 2016). These states can project their culture and ideologies to other parts of the world. Nye (2016) Modernization, urbanization and increased communication in developing

countries have also diffused power from government to private actors and has also stirred nationalism in these states.

In his book *Soft Power: The Means To Success In World Politics* written in 2004, Nye indicates that there are three (3) sources or instruments of soft power namely: culture, political values and foreign policies. He defines culture as “the set of values and practices that create meaning for a society”. Culture has many manifestations and distinguishes literature, art and education from one state to the other, which appeals to elites and popular culture and focuses on mass entertainment (Nye 2004). A state’s political values, both home and abroad, help promote a state’s soft power. He made mention of the racial segregation in South Africa and America’s evasion of Iraq incidences that made these two states unattractive to others.

On the contrary, (Yukaruc, 2017) is of the believes that the concept of soft power is not original. He argues this point by likening Joseph Nye’s concept of soft power to works of E.H. Carr, Steven Luke and the Gramscian Approach. Yukaruç notes that the work of E.H Carr’s (a classical realist), *The Twenty Years’ Crisis 1919-1939: An Introduction to the Study of International Relations* (1946) acknowledged power as an end in international politics and groups political power into three namely “military power, economic power and power over opinion” and that states use these three to influence others and ensure their security by changing others’ actions (Yukaruc, 2017). He notes that “although material resources, such as military or economic power are in the centre of realist theory, Carr believes that non-material concepts such as human psychology or public opinion are also important” (Carr, 1946) as cited by (Yukaruc, 2017). According to Yukaruç (2017), Carr notes “the art of persuasion has always been a necessary part of the equipment of a political leader”. This statement is similar to that of Nye’s work and thus the reason for questioning the originality of the concept of soft power.

In Yukaruç's work *A Critical Approach to Soft Power*, he notes that another flaw in the concept of soft power is the inability to measure it (Yukaruc, 2017). According to Yukaruç, it is difficult to show that a state changes its behaviour because of other state's soft power (Yukaruç, 2017). He makes this analysis using the work of Kenneth Waltz's *Theory of International Politics* written in 1979. Yukaruç points out that power, according to Waltz, was based on the economic and military might of a state which are tangible. He notes that these material capabilities are the causes of change in the behaviour of a state. Yakurac argues that, state A's culture could gain that state a level of admiration or respect in another state, but that admiration or respect does not necessarily transcend to a change of behaviour of the other state.

Finally, Joseph Nye criticizes his concept of soft power. He admits that power depends on context, "who relates to whom under what circumstances but soft power depends more than hard power upon the existence of willing interpreters and receivers". This means that for soft power to work, there needs to be a level or a certain degree of hard power to achieve desired results.

Power play in the international system makes it easier for a few states to dominate the international system. Powerful states such as the United States of America, France, United Kingdom and China, to mention but a few, have the ability to control or determine what transpires in other states. However, soft power gives less powerful or developing states, like most African states, the ability to indirectly influence foreign audiences through the use of digital media which is also a tool in public diplomacy.

Despite the criticisms, this theory is relevant to the study because it explains other means of exerting power and indirectly advancing a state's opinion and national interest without the use of force. It entices and attracts audiences to know and appreciate the culture, ideas and values of that state. This is essentially helpful in developing countries like Ghana.

1.8 Literature Review

1.8.1 Introduction

“In today’s global information age, victory often depends not on whose army wins, but on whose story wins”. This submission by John Arquilla quoted by McClory (2018) brings home the point for this study. Communication is the way to let a winning story be heard. This is because “communication is the main channel of connection between individuals and the social life of each individual and each group is based on the message transmission” (Arslan, Icbay, & Tomescu, 2017).

Developing states can take control of the headlines and make others see what they want and how they want to be seen to help achieve their foreign policy objectives. As Tomescu (2017) puts it, “the one who has the means to disseminate information is the true owner of power, in any field”. Developing states like Ghana can take advantage of digital media in this information age and use it to change their narratives to both local and international audiences.

1.8.2 Digital Media

Asadi’s work, *A Role of Digital Media on Discussing about the Diplomacy in the World* (2017) describes digital media as “information published through media which are equipped to digital processors”. He goes on to say that these kinds of media include “online media which are based on a network like a World Wide Web internet and telecommunication services” (Asadi, 2017). These services include “multimedia messaging service (MMS) and short message service (SMS)” (Asadi, 2017). This definition of digital media is relevant to this study because it highlights the use of the internet and the use of MMS and SMS. However, it does not cover all aspects of digital media.

Digital media is defined as “products and services that come from the media, entertainment and information industry and its subsectors” (Watson, 2016). They include digital platforms such as websites and applications, digitized content like text, video and audio, others are services like entertainment, communication and information that can be accessed via the internet and on digital devices, Watson (2016) notes.

According to Watson (2016), digital media can be “created, viewed, distributed, modified and preserved on digital electronic devices”. He notes that “computer programs and software, digital imagery, digital video, video games, web pages and websites, including social media; data and databases, digital audio, such as mp3s and e-books are examples of digital media” (Watson, 2016). These provide alternatives for people who patronize digital media. This definition of digital media covers all the aspects of digital media, specifically websites and social media pages which are relevant to this study.

Adesina (2017) points out that digital media, and to a large extent ICT, is allowing less developed states to spring to the industrialization phase and to alter their economies into “high value-added information economies that can compete with the advanced economies in the global market”. Adesina avers that “technological innovation has contributed to globalization by supplying infrastructure for trans-world connections”. The author goes on to say that countries cannot afford to miss out on the opportunities created by technology (Adesina, 2017).

Digital media which falls under the broad umbrella of information and communication technologies provides the way for people to communicate and exchange information. This has led to a change in the economic, political and social landscapes and around the world (Faye, 2000). This change has been echoed by McClory (2018) who says the world has been drawn closer

through globalization and digital revolution. This closeness was also achieved by the increase in capital, international flows of trade, culture, education, people, and information (McClory, 2018).

Many states have taken the opportunity to “actively pursue their foreign policy objectives and possibilities for positive outlook through the creation of websites, blogs and the use of social media platforms—Facebook, Twitter, Instagram, YouTube, Weibo, Flickr, Google+”, to mention but a few (Adesina, 2017).

1.8.3 Foreign Policy and Digital Media

Foreign policy is a strategy put in place by a country to protect and project its national interest within the international system. However, there are different scholars of international relations with different opinions on what foreign policy is. The diplomatic dictionary (Berridge & James, 2003) explains foreign policy as “the political and security policies adopted by a state in relation to the outside world”. Berridge and James’ definition of foreign policy is limited to political and security policies of a state. Christopher Hill describes it simply as what one state does to, or with other states (Hill, 2002).

Joseph Nye emphasizes the use of culture, values and foreign policies to attract attention to a state, which are central issues of the study. Nye’s work on soft power emphasizes the need to use coercion rather than force when dealing with other states. The foundation of the international system based on realist theory acknowledges economic and military might to determine how powerful a state is. This kind of power is known as hard power. Most developing states do not fit into this criteria. Although the book *Soft Power: The Means To Success In World Politics* (2004), was written with the United States as its focus, developing countries like Ghana could use the same strategy in executing its foreign policies since it lacks the ‘hard power’ to do so.

Fortunately, soft power can be executed through digital media. States like the United Kingdom, France, Japan and Germany have been able to use their musicians (such as Adele and Ed Sheeran from the United Kingdom), arts and culture, education and the Japanese culture respectively to increase their attractiveness among other states. The values, foreign policies and colorful culture of the people of Ghana such as its festivals, food, dance and music, to mention but a few, can be projected through websites and social media pages of the MDAs to reach out to a wider audience of the rest of the world when used efficiently and effectively.

The foreign policy of a state is in two forms: “the national objectives to be achieved and the means for achieving those objectives or goals”, according to Crabb (1972) as quoted by (Adesina, 2017). Although there are ways of achieving foreign policy goals, such as through diplomacy, digital media serves or provides an affordable option of achieving state objectives, especially for developing states like Ghana.

1.8.4 Digital Media Platforms

As aforementioned, the use of social media within diplomacy has grown in recent years, Burson Cohn & Wolfe’s work *Twiplomacy* (Twiplomacy is the short form for Twitter Diplomacy) signals a rise in social media participation from 793 twitter accounts in 2016 to 951 in 2018. There has also been an increase in the active use of Facebook with an improvement from 169 to 179 Facebook pages from 2016 to 2018. Instagram follows as the third most used social media platform among heads of governments, their foreign ministries (Burson Cohn & Wolfe 2018). China and the United States have gone ahead to create YouTube channels. The President of the United States of America, Donald Trump has made the biggest impact on Twitter, according to Burson Cohn and Wolfe (2018).

African leaders are not left out in the use of social media platform. In Sub-Sahara Africa, President Uhuru Kenyatta of Kenya, President Paul Kagame of Rwanda and President Muhammadu Buhari come in first, second and third positions respectively for their active usage of social media, specifically Twitter. President Akuffo-Addo of Ghana comes at the eighth position as the most followed sub-Saharan leader (Burson Cohn & Wolfe 2018).

However, as indicated previously, there are four most important Twitter accounts for Ghana and they are that of the President, the Presidency, the Minister for Foreign Affairs and Regional Integration, Shirley Ayorkor Botwe and the Twitter account of MFARI. The work by Burson Cohn & Wolfe helps to know the number of people who are actively following the President of Ghana and the foreign ministry of Ghana on social media platforms and also indicates how active they are on social media. However, it is limited to heads of states and their foreign ministries.

In Ghana, the Inspirational Public Sector Leadership Awards (IPSLA) ranking survey in 2016, conducted a research to assess MDAs on how engaging, accessible, transparent and responsive they are to their stakeholders and the general public at large. It was conducted by IMANI Centre for Policy and Education, a policy think tank in Ghana. It showed that some MDAs have created platforms and systems to facilitate public participation in the delivery of their mandate. The survey was based on four pillars: Public engagement, Accessibility, Responsiveness and Transparency. Out of the 51 MDAs used, MOTACC and MFARI came in the 12th and 18th respectively. The Ghana Tourism Authority and Information Services Department were not included in this survey. This research by IMANI Ghana helps paint a clear picture of how MDAs use digital media in Ghana. This study builds upon the IPSLA survey to find how the GTA and ISD are faring with regards to the use of digital media in executing their mandates since they were not included in the survey.

A website is an important medium for the marketing and communication of information for diplomatic missions as well as MDAs (Tato & Ponelis, 2012). They go on to say that websites play vital roles in supporting the mandate of diplomatic missions in the receiving state because a website for a diplomatic mission by provides information to its “main market segments” (Tato & Ponelis, 2012). The “main market segment includes citizens in need of consular services or interested in country-related events, individuals and businesses in the region interested in education, travel, investment, trade and cultural exchange” (Tato & Ponelis, 2012). In Ana Luša and Hrvoje Jakopovic’s work *Websites as a Tool of Public Diplomacy: Framing the Issue of Unemployment* published in 2017, it outlined the usefulness of a website in diplomacy. They argue that the internet, specifically official government websites, not only provide governments with the means to communicate but also a way to effectively pursue their interests and traditional strategies through a different channel of communication (Luša & Jakopović, 2017). They note that the use of websites has a revolutionary influence on the practice of public diplomacy. Even though social media platforms have taken a lead for communication, the use of websites provides a more formal way of sharing information.

The website aws.amazon.com researches on websites and how they fare in their host countries indicates that the first 50 websites visited in Ghana do not include any MDAs. They include social media platforms such as YouTube, Facebook, Twitter and Instagram. Others include news portals like Ghanaweb.com Myjoyfm online and Peacefm online, Graphic online and search engines such as Google and Wikipedia, as well as blogs such as Celebritiesbuzz.com, Blogspot.com and Ghpage.com, to mention but a few. This study by Alexa.com points out the need for MDAs to increase their presence within the digital sphere. It is relevant to the study because it buttresses the

point that although some MDAs have social media pages and websites, they do not have enough presence within the digital sphere even among Ghanaians.

There is growth among people who use mobile devices such as phones and tablets in developing countries, according to Forum and Watson (2016). They assert that people “spend an average of two hours online or on the mobile web”, which represents an average of one-third on their online time. The growth in developing countries, however, is attributed to the fact that they are more convenient and cheaper than desktops or laptops.

Concerning mobile usage, there are thirty-four million, five hundred and seventy thousand (34.57 million) mobile phone users in Ghana, making Ghana one of the largest markets for mobile phones in Africa. The article further notes that there are ten million, one hundred ten thousand (10.11 million) Ghanaians who are active internet users. This figure represents nearly a third of Ghana’s population who have access to the internet. If MDAs can reach these consumers via the Short Message System (SMS) or the internet, Ghanaians can also circulate these messages on their individual social media platform to help draw attention to Ghana thus, enhancing Ghana’s soft power to attract investors and tourists alike in achieving its foreign policy.

1.8.5 Opportunities and Limitations of Digital Media

Nicolas Westcott (2008) in his article *Digital Diplomacy: The Impact of the Internet on International Relations* notes that international relations have been affected by technology and the internet. He posits that the internet creates a new set of opportunities and risks for the world. “The main difference is that the changes will happen faster” (Westcott, 2018).

Westcott quotes an author who equates the unavailability of information in the early days as fetching a glass of water in the Niagara Falls. However, the introduction of the internet has created

an inexpensive and fast means of disseminating information. The author notes that the “internet has multiplied the amount of publicly available information by an exponential amount” (Westcott, 2018). Search engines such as Google makes it easy for people across the world to hear and know more about what is happening elsewhere.

The risk to this opportunity created by the internet is that information churned out cannot be controlled and may not be trustworthy (Westcott, 2008a). Although this assertion by Westcott may be valid, MDAs or states can control information circulated via their websites and social media pages if they put in place measures or gatekeepers to preview information before clicking the send button.

Also, Forum and Watson (2016) outlined three areas of concern for consumers who use digital media and these are; truth, integrity and fair value proposition and security. They explained truth as the ability of other consumers or users to ascertain how valid information churned out is. The second concern is the trust of users in companies is at stake and digital media consumers are demanding protection for user rights. Finally, users are concerned that their data are not adequately protected. “They value and demand more transparency and control over their data and digital identities” (Forum & Watson, 2016).

Perhaps, this could be the reason for the seemingly inactive or lack of presence of MDAs within the digital landscape. Since these institutions are governmental agencies, there could be the need to shield the institutions from the concerns mentioned earlier to prevent trouble or the name of the institution from being dragged in the mud. It will be interesting to know if the MDAs named for this study identify with these concerns and to know how best these concerns have been dealt with.

“Digital media helps facilitate social interactions and empowers people” (Forum & Watson, 2016). Digital media helps people to connect and enables people to maintain friendships. It creates the environment for people who are physically apart to create a bond and maintain that bond, thereby bridging that physical gap in-between them. Digital media also helps facilitate interaction across cultural, political, economic, religious social, and ideological boundaries, which allows enhanced understanding among people with diverse values and ideas (Watson, 2016)

This opportunity presented by digital media can be harnessed if the MDAs’ provide a well-structured interface on their digital platforms to help people acquire information directly from them. The MDAs interaction with the public, both at home and abroad, can create a friendly environment mentioned by the authors.

The other side of this is that it can be used with harmful intentions and influence decision making negatively (Forum & Watson, 2016). Although the use of digital media creates an environment for people to bond and maintain friendship(s), the medium has been used in spreading propaganda and manipulating information to the detriment of others, especially during elections. The targeted attack on Estonia in May 2007 which disrupted business and prevented communication (Westcott, 2008), is an example of how digital media can be used with harmful intentions.

1.8.6 Other Uses of Digital Media

The influence of digital media is not limited to international relations. The use of digital media platforms has encouraged citizen journalism. Although this has led to the loss of jobs, it has also encouraged the creation areas including digital journalism which serves as a source of employment for people. People can catch up with news and updates on the social media platforms of the news channels.

The book industry has transformed because of the introduction of electronic books, also known as e-books. Primary and Secondary school education is also altering with the institution of digital textbooks and curricula which are media inclusive. In academia, new fields such as digital history, digital scholarship and digital humanities have emerged due to the use of digital media. The role of libraries in society and how they are used has also changed. Fields of practise such as communications, academia or media is going through some kind of transformation due to the use of digital media.

1.8.7 Conclusion

In conclusion, the literature review showed that the role of digital media in today's world or the international system is vital. Its role spreads from communication to the circulation of information to audiences both at home and abroad. Although some digital media platforms such as social media were created for social interaction and connectivity, it has become a formal avenue for both state and non-state actors to churn out their opinions and contributions on a topic, as well as 'sell' their state's or institutions values, culture, ideologies and foreign policies.

Most literature reviewed showed how developed states have taken the leap in the use of digital media and the opportunities and limitations thereof. Literature that was Ghana specific showed that digital media platforms seemed to be underutilized among the MDAs that are relevant to this study, although these platforms are at their disposal. This study explores why digital media platforms seem to be underutilized while exploring how these platforms thus, Twitter, Facebook, Instagram and websites can be used in achieving Ghana's foreign policy objectives.

1.9 Clarification of Key Concepts

INTERNET- a means of communication that enables the publication, exchange and storage of information instantly and simultaneously.

DIGITAL MEDIA- digital platforms such as websites and applications such as Facebook, Instagram, YouTube and Twitter

1.10 Research Design

1.11.1 Methodology

This study adopts a qualitative approach. Qualitative research, also known as exploratory research, seeks to get an in-depth understanding of a social phenomenon. It “primarily relies on non-numeric data in the form of words, including all types of textual analyses such as content, conversation, discourse, and narrative analyses” (Jackson, Camara, & Drummond, 2007). Some examples of qualitative approach are interviews, focus group discussions, case studies, field research, ethnography and observation.

One of the advantages of using the qualitative approach is that it gives the respondents the opportunity to offer in-depth understanding and answers to questions asked as compared to quantitative approach which relies on a set of “finite questions to elicit categorized, forced-choice responses with little room for an open-ended replies” (Jackson et al., 2007). In contrast, the qualitative approach could be time-consuming, there is difficulty in acquiring data due to the non-availability of respondents, finally, the researcher will need in-depth knowledge on the subject at hand in order to probe further (Queirós, Faria, & Almeida, 2017). However, the qualitative approach suits this study because the study relies on direct expertise and experiences of the respondents to understand the topic.

1.11.2 Sampling Method

Sampling is a vital procedure in every research. It refers to how members of a population are selected for research. It helps the researcher determine the accuracy of the research he or she intends to embark on. There are two main groups for the various sampling techniques they are,

probability and non-probability sampling techniques. Single random sampling, stratified sampling, systematic sampling, cluster and multi-stage sampling are forms of probability sampling. Forms of non-probability sampling include convenience sampling, purposive sampling, quota sampling and referral or snowball sampling. In spite of the various options available, purposive sampling is employed for this study.

Purposive sampling is a non-probability sampling technique where subjects are selected based on the characteristics of the population or the objectives of the study (Crossman, 2018). More specifically, expert sampling under the purposive sampling method is used. According to Crossman, expert sampling is used when the research the need to obtain knowledge in a particular form of expertise. An article retrieved from www.dissertation.laerd.com, on the other hand, indicates that purposive sampling is said to be prone to the biases of the research and may influence the final results of the study. This is because the respondents selected for the study are based on the judgement of the study.

Notwithstanding the downside of using the purposive sampling technique, it is used for the study in selecting respondents for this study because it helps in acquiring specific firsthand information for the study. It also falls in line with the methodology used for the study. Owing to the focus of the study, thus, how foreign policies stated in the NPP 2016 manifesto can be achieved under President Akuffo Addo's administration, MOTAC, MFARI, GTA and ISD, the purposive sampling technique is used for the study. The manifesto leans towards attracting investors, liaising between businesses and diplomatic missions, and making Ghana a tourist destination and the aforementioned MDAs can provide specific firsthand information from the government's perspective on how these policies are being communicated.

1.11.3 Sources of Data

The main instrument for gathering primary data for the study is interviews. “Interviewing is a set of techniques for generating data from individuals and or groups utilizing structured, semi-structured, or unstructured questioning formats” (Jackson et al., 2007). Interviews conducted are unstructured and open-ended. According to (Jackson et al., 2007), the preferred interview style is semi or unstructured, open-ended, informal interviewing. These styles are flexible and responsive to new themes for both the interviewer and respondent (Jackson et al., 2007). Journals articles, books and online sources constitute the secondary source of data that are also employed to fill in gaps.

The respondents for the interview are Miss Rita Enyonam Dakudie, senior communications officer of the Information and Public Affairs Unit, MFARI, Mr George Mills , IT Officer MFARI and Mr. Sadiq Alhassan, Public Relations Officer of MOTAC. Others are Mr Sulley Jotie, content manager for ISD and Mr Collins Ackwerh, digital marketer for GTA. These people were interviewed because their departments are responsible for the flow of information and communication for the MDAs they are situated in. They are also responsible for the managing and regular updating of their institution’s digital media platforms.

1.11.4 Data Analysis

Data collected for this study are transcribed verbatim and organized according to themes to help with the analysis. Thematic Analysis according to (Braun & Clarke, 2006) is a method for “identifying, analyzing and reporting patterns within data”. Braun & Clarke (2016) acknowledge that thematic analysis is more flexible and suits most research and theories. It also suits questions that rely on people’s experiences or views.

1.11.5 Ethical Considerations

Ethical issues in research concern beliefs about what is wrong and what is right from a moral perspective in the conduct of research. In light of this, letters of consent are sent to the respondent beforehand to help them prepare adequately before conducting the interview. Location(s) for the interview is left to the respondent's discretion. Respondents who do not want to be identified by their names or roles during the interview are respected and given the name 'respondent' for the study. Finally, information gathered during the interview is used solely for the purpose for which it was gathered. The respondents agreed to be interviewed and have their identity disclosed in the study.

1.11.6 Limitations

The study was constrained by some respondents who were unavailable at critical points in the collation of information for the study.

1.11 Organization of Study

The study is divided into four chapters. Chapter one constitutes the research design. Chapter two reviews the type of digital media platforms used in diplomacy. Chapter three looks at how digital media is used in Ghana, specifically by the MFARI, MOTAC, GTA and the Information Services Department and also its benefits and challenges to these institutions. Finally, chapter four comprises of the summary of the findings of the research, conclusions and recommendations.

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CHAPTER TWO

DIGITAL MEDIA PLATFORMS USED IN DIPLOMACY

2.1 Introduction

Digitalization has caused innovations in almost every field and diplomacy has not been left out. The concept of digital diplomacy has been accepted and adopted in many states. This chapter will briefly discuss the history and evolution of diplomacy. The focus of this chapter is on the use of digital media platforms that are related to this study and how they have been incorporated into diplomacy across the world.

2. 2 History and Evolution of Diplomacy

“Diplomacy is the conduct of relations between sovereign states through the medium of officials based at home or abroad” (Berridge & James, 2003). In this modern era, diplomacy is not limited to states, as Berridge and James have described, but also conducted between states and non-state actors such as supranational bodies and international organizations (McGlinchey, 2017). Diplomacy dates back to at least 2500 years and there are accounts of regular contact through “envoys travelling between neighbouring societies” (McGlinchey, 2017). These envoys included messengers and merchant caravans. These envoys helped states communicate among each other, although they “lacked many of the characteristics and commonalities of modern diplomacy such as embassies, international law and professional diplomatic services”, McGlinchey (2017) notes. Diplomacy during that era was deemed as a means to gather information about foreign states.

The practice of sending merchants and messengers changed to relatives to give the practice some legitimacy. The relatives were sent for specific negotiations and returned immediately the negotiation was over. However, the introduction of resident ambassadors cleared that notion and

helped people see diplomacy as a means of communication among states other than just an information-gathering tool (Langhorne, 1998). The Vienna Convention of 1815 helped establish an international system of diplomatic ranks after the Napoleon wars.

Diplomacy aims to communicate and promote a state's foreign policy through its officials (Berridge, 2010). Perhaps, the most relevant aspect or skill needed in diplomacy is the ability to communicate. Tran (1987) as quoted by Jönsson & Hall (2003) aptly equates the relevance of communication in diplomacy as the relevance of blood to the human body (Jönsson & Hall, 2003). Public diplomacy is the arm of diplomacy that deals with communication, not only on governmental levels but also to an audience whether local or foreign. There are several definitions of public diplomacy and it includes, "the avenue for activities intended to change people's perceptions in a way that helps sending states to achieve their objectives" (Copeland, 2009). It includes "government-sponsored cultural, educational and information programs, citizen exchanges and broadcasts used to promote the national interest of the country through understanding, informing and influencing foreign audiences" (USC Center on Public Diplomacy).

Traditional media was the main tool in public diplomacy, thus the use of television, radio and print. The introduction of the internet in the early 90s brought a new dimension to public diplomacy called digital diplomacy which is where the use of digital media platforms comes in. Digital diplomacy is a fairly new concept and no widely accepted definition covers this concept (Adesina, 2017). In spite of this, digital diplomacy has been defined simply as "the use of the internet and new information communications technologies to help carry out diplomatic objectives" (Hanson, 2012). A more elaborate definition of digital diplomacy is by Kampf Manor and Segev, who describe digital diplomacy as "the growing use of digital media platforms by a country to achieve

its foreign policy goals and to proactively manage its image and reputation” (Kampf, Manor, & Segev, 2015).

Kampf, Manor and Segev note “that digital diplomacy exists at two levels: that of the foreign ministry and that of embassies located around the world” (Kampf et al., 2015). They note that when states operate on these levels, they can customize “foreign-policy and nation-branding messages” to a particular group regarding culture, traditions, history and values (Kampf et al., 2015). They note that this facilitates the “acceptance of a state’s foreign policy and the image they aim to promote” (Kampf et al., 2015). This definition by Kampf, Manor and Segev suits this study because it is in line with what this study is trying to point out even though it is limited to the foreign ministry. That said, MDAs could align with foreign ministries to help promote their state’s foreign policy and image, especially for developing countries where this is much needed. Tools used in digital diplomacy include networked technologies such as the internet, mobile devices and digital media channels such as blogs, social media, websites and podcasts.

In spite of the differences in the definitions, one aspect all the definitions have in common is the use of the social media thus digital media platforms in digital diplomacy. One major difference between public and digital diplomacy is that the former traditionally targets foreign populations, while the latter targets both domestic and foreign populations (Kampf et al., 2015).

2.3 Digital Media Platforms

Although a new concept as mentioned earlier, the use of digital media platforms have become popular among some states, their institutions and leaders use it to advance their foreign policy using soft power. The various platforms normally used in diplomacy include periscope, LinkedIn, Snapchat, Skype, Facebook and Twitter, to mention but a few. In spite of this, the emphasis here is on Websites, Twitter, Facebook, Instagram and YouTube.

2.3.1 Websites

According to the book *Weaving the Web: The Original Design of the World Wide Web by its Inventor* the creation of the first website can be traced to Tim Berners-Lee, a British scientist with the help of his colleague Robert Cailliau (Berners-Lee, 2000). Tim created the World Wide Web (WWW) in 1989 while working at CERN (the European Organization for Nuclear Research) (Berners-Lee, 2000). The first web was conceived and developed to meet the demand for automated information sharing between scientists in universities and institutions around the world. In addition to this, Tim needed to keep track of relationships between all the people, experiments and machines. The author of the book, who doubles as the investor, notes that he also wanted to access different kinds of information, such as a researcher's technical papers, the manuals for different software modules, minutes of meetings and to find a way of preventing himself from answering the same questions frequently by different people (Berners-Lee, 2000). This led him to create a platform where it would be easier for everyone to read his database, Berners-Lee notes. Today, the use of websites is not limited to scientists but has spread to areas such as education, news, sports, governance and commerce to mention, but a few. They could be dedicated to a particular topic or purpose which could be for entertainment, news, social networking and education.

E-government consists of the representation of various ministries over the internet which may offer both information and services on government agencies (Grech, 2006) via the internet and the use of digital media platforms such as websites. Websites could be personal, cooperate, governmental or organizational. Websites of governments also called e-government websites, could be considered as a virtual representation of a state (Kurbalija & Badi, 2000:100) as noted in (Grech, 2006). One of the main objectives of e-government is “developing and implementing a well-

functioning e-government system to enhance the efficiency and effectiveness of public service delivery to citizens, businesses and government officials” (Naidu & Chand, 2018), through the use of e-government websites.

E-government websites are usually recognized by the .gov in the domain name. According to a publication by the division for Public Institutions and Digital Government, there are 193 e-government websites ("UN E-Government Knowledgebase," 2013). The site notes that the number may increase since a few were under construction as at the time of that study. United Kingdom, Australia, Hong Kong, New Zealand and Singapore have the best e-government website in the world (Meskell, 2014). According to Meskell (2014), some basic features of an e-government website include large prominent search bars, it should be simple and with a limited number of links on the homepage, content should be grouped by themes according to user interest and not just the organizational structure (Meskell, 2014).

Others include the use of icons and not images to help users find information easier. The e-government website should have a responsive design to make it accessible on mobile devices. Finally, the content should be made available in multiple languages (Meskell, 2014). Considering the low literacy rates in some African states, and their need to promote tourism, Rorissa and Demissie (2010) avers e-government websites for African states should have either audio or video clips or both as one of their main features. Rorissa and Demissie (2010) note four levels of e-government websites: “the first or publishing level has static information about the government agency, the second or interacting level allows the downloading of forms which can be completed offline and provides search functions” (Rorissa & Demissie, 2010). An e-Government website at the third or transacting level allows the completion of an entire task online without requiring citizens to travel to the relevant offices. The “fourth is the transforming level and is usually a

single-point portal that integrates all e-Government services by some branches of government at all levels”(Rorissa & Demissie, 2010).

Sub-Saharan Africa was known as a ‘technology desert’ due to how slow it was in adapting the use of ICT (Odedra, Lawrie, Bennett, & Goodman, 1993). They note, however that there has been some penetration of technology in the banking, agricultural and medical sectors. The authors note that but the levels of software applications, business practices, and IT-related government policies and regulations vary greatly from country to country. (Odedra et al., 1993). States like Kenya, Nigeria, Ivory Coast and Zimbabwe are making some progress, while others such as Uganda and Tanzania have lagged far behind (Odedra et al., 1993). The story is different today as most governments in Africa at a point have either state or local, federal or national, have put into practice e-Government services (Rorissa & Demissie, 2010). They can be classified into “static web pages or websites to fully-fledged portals that are one-stop gateways for services by all or most government agencies” (Rorissa & Demissie, 2010).

E-government websites have become an integral part of communicating with both domestic and foreign audiences. States like Denmark, Australia, Republic of Korea, United Kingdom and Northern Ireland, Sweden and Finland are among the top five states that have used e-government websites to increase their presence online (*United Nations E-Government Survey 2018*, 2018). The survey notes that African states still lag in the use of digital platforms as compared to the world. Morocco, Seychelles, Ghana, South Africa, Tunisia and Mauritius were the top-ranked for Africa (*United Nations E-Government Survey 2018*, 2018). African states like Equatorial Guinea, Central African Republic, Comoros, Chad, Djibouti, Guinea-Bissau, Eritrea, Guinea, Mauritania, Mali, Niger, South Sudan, Sudan and Somalia are ranked lowest regarding the use of e-government

websites and in effect e-governance as a result of constraints in their socio-economic development. Ghana is ranked 101 out of 193 in the world according to the UN's survey.

According to the study of Rorissa and Demissie, 53 states in Africa have national or federal websites; however, there are “582 relevant e-Government service websites with respect to the type of e-Government websites and services they provide, the features available through the websites, as well as the level of development of e-Government service for each country” (Rorissa & Demissie, 2010). They note that among these “582 e-Government websites, there are far more federal or national government and federal or national government department websites in the majority with 58.93%” (Rorissa & Demissie, 2010). This is followed by websites for embassies of federal or national governments, representing 16.15% of the total number of websites. Websites for local government and local government department websites comes in third with 2.75% (Rorissa & Demissie, 2010). This shows that priority is given to the creation of national or federal governments within Africa; however, this might change considering the time of publication.

The study observed that all Ministries, Department, and Agencies (MDAs) listed for this study have websites. The Ministry of Foreign Affairs and Regional Integration has the URL www.mfa.gov.gh; Ministry of Tourism and Creative Arts has the URL www.motac.gov.gh; Ghana Tourism Authority is www.visitghana.com and finally, the Information Services Department www.ghana.gov.gh. The government of Ghana has two e-government websites namely the www.presidency.gov.gh and www.ghana.gov.gh which are managed by the Presidency and the Information Services Department respectively. The national portal or website is www.ghana.gov.gh.

2.3.2 *Twitter*

Twitter is a microblogging digital platform “service for distributing short messages among groups of recipients via a computer or mobile telephone” (Britannica, 2019). The platform has parts of “social networking’ websites like “Myspace and Facebook” are incorporated into Twitter (Britannica, 2019). Twitter has “instant messaging technologies to create networks of users who can communicate throughout the day with brief messages or “tweets” (Britannica, 2019). When a subscriber tweets using the mobile phone keypad or computer, it is sent to “Twitter’s server”, it then delivers the message or tweet to other subscribers called “followers” (Britannica, 2019). These followers sign up to “receive the sender’s tweets by either text message to their mobile phones or by instant message to their personal computers” (Britannica, 2019).

Also, subscribers can decide to monitor particular issues. This creates some kind of dialogue and pushes “the number of followers in a given Twitter feed into the millions” and may relate to any subject (Britannica, 2019). Initially, tweets were 140 characters however, has been expanded to 280 characters (Cole & Wolfe, 2018a). Users can directly follow a conversation, normally called a “thread” by joining the hashtag (#) or directly tweeting at the person by using the “@” button. The hashtag is used to tie all tweets related to a specific subject. Twitter is also used for online advertisement, which is known as Promoted Tweets. It was founded on the 21st of March 2007 and launched on the 15th of July 2007 (Sandre, 2013).

It was founded by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams. It has its headquarters in San Francisco, California, United States. “Today, an estimated 500 million people use Twitter’s real-time information and social networking service, many of those being governments, embassies, and diplomats” (Sandre, 2013). It is ranked 11th on the Alexa global rankings of social media platforms (“Twitter.com Traffic, Demographics and Competitors,” 2019). Twitter is the go-to site

for breaking news, political campaigns and the display for public and digital diplomacy. Twitter proved to be the largest source of breaking news on the day of the 2016 United States Presidential elections and there were over 40 million tweets sent that day (Isaac & Ember, 2016).

As noted earlier, ninety-seven per cent of heads of states are on Twitter. States like Nicaragua, Laos, Mauritania, Swaziland, Turkmenistan and North Korea are the only states that do not have an official presence on this digital media platform (Cole & Wolfe, 2018a). It has become the official social media platform in diplomacy where states make use of their soft power. The ardent use of Twitter in diplomacy has led to the trend Twitter Diplomacy or Twiplomacy where Heads of states, ambassadors, their officials, ministries and international institutions engage with the public. The first state to sign up to twitter was Japan with the Twitter handle @Japan. This account was also registered in March 2007 (Cole & Wolfe, 2018a). Barrack Obama, the former President of the United States, is the “first world leader” who signed up to Twitter (Cole & Wolfe, 2018a). The account was set up on March 5, 2007, when he was still Senator of Illinois, the *Twiplomacy* research shows. “The Mexican President Enrique Peña Nieto (@EPN and the U.S. State Department (@StateDept are among the early adopters to sign up to the micro-blogging service more than a decade ago. Most world leaders followed suit between 2009 and 2015”. Mike Pompeo (@SecPompeo, U.S. Secretary of State, is the latest to join Twitter as of May 2018.

The world’s most-followed leaders include President Trump of the United States @realDonaldTrump with “52 million followers”. He is followed by Pope Francis @Pontifex with more than 47 million followers. Indian’s Prime Minister @NarendraModi is in the third position with “42 million followers and 26 million followers” on his personal and institutional accounts (@PMOIndia) respectively (Cole & Wolfe, 2018a). The official Twitter handle of the United States president @POTUS and the @WhiteHouse Twitter handle are in the 5th and 6th position

with 23 and 17 million followers respectively (Cole & Wolfe, 2018a). @RT_Erdogan, the official Twitter account for the President of Turkey has over “12 million followers” (Cole & Wolfe, 2018a). @SushmaSwaraj the twitter handle for the Indian Foreign Minister, Queen Rania’s handle @QueenRania and the President of Indonesia @Jokowi all have over ten million followers to gain places in the top ten positions of the “most followed leaders” compiled by Burson Cole and Wolfe (Cole & Wolfe, 2018a)

Although African leaders did not place in the first ten list, they do have a presence on Twitter. The president of Kenya, Uhuru Kenyatta @UKenyatta has 3 million followers making him the followed President in Africa (Cole & Wolfe, 2018a). He is ahead of Paul Kagame @PaulKagame of Rwanda with more than 1 million, same as Muhammadu Buhari (@MBuhari) the president of Nigeria. Others are the Presidency of South Africa @PresidencyZA and the institutional account for Nigeria’s presidency @NGRPresident with over 900 thousand followers each.

For government institutions and foreign ministries, the “European External Action Service @EU_eas, the foreign policy arm of the European Union, is the best-connected government institution, mutually following 132 of its peers” (Cole & Wolfe, 2018a). The State Department of the United States @StateDept has five million followers, making it the foreign ministry with the most followers (Cole & Wolfe, 2018a). Coming in second is @KSAMOFSA the Foreign Ministry of Saudi Arabia with over two million followers (Cole & Wolfe, 2018a). “The @IndianDiplomacy, the Turkish Foreign Ministry (@TC_Disisleri, the Russian foreign ministry (@MID_RF) and @FranceDiplo complete the top six list with more than 1 million followers each” (Cole & Wolfe, 2018a). With eleven million followers, the Indian foreign minister, @SushmaSwaraj, takes the first position as the most followed foreign minister, he is Abdullah Bin Zayed, @ABZayed of the United Arab Emirates with four million followers (Cole & Wolfe, 2018a). In the third position is

the Foreign Minister of Saudi Arabia @AdelAljubeir with two million followers on the platform (Cole & Wolfe, 2018a).

The number of followers does not necessarily translate to being the most connected or influential leader or actor on Twitter (Dinata, 2014). It is the level of responsiveness that matters and makes them effective on Twitter. King Salman of Saudi Arabia, although has tweeted only eleven times, has had the highest number of retweets and is the most effective leader on Twitter as at 2018 because he responds to the tweets of his followers. The United States of America dropped from the first to the second position in utilizing its soft power under the banner “Make America Great Again” (McClory, 2018) although its president, Donald Trump has the highest number of followers on Twitter.

Language plays an essential role on Twitter. World leaders such as the Venezuelan President has twitter accounts in fourteen languages, the Pope has nine and the Turkish Presidency has five, to help them reach a wider audience. The president of France, Emmanuel Macron normally tweets in French accompanied by an English version of that same tweet. The languages used by the French foreign ministry when tweeting are French, German, English, Arabic, Spanish and Russian, the Russian Foreign Ministry tweets in Russian, Spanish and English (Cole & Wolfe, 2018a). The Foreign Ministry and Prime Minister of Israel have Twitter handles that tweet in Farsi and Arabic in order to engage with audiences in states that they do not have diplomatic relations with (Cole & Wolfe, 2018a). Turkey has stepped it a notch higher to create another Twitter account for the hearing impaired @EngelsizBestepe, where they post speeches of their president in sign language.

To disseminate and amplify government policies, as well as increase visibility on Twitter, it is useful to tag up to ten Twitter users in a picture as an effective way to drive engagement and get the message across (Cole & Wolfe, 2018a). Some governments encourage their diplomatic

missions to amplify the tweets of the foreign minister or the foreign ministry. The Russian Foreign Ministry, for instance, consistently tags its relevant embassies and other influential Twitter users in its pictures, and the French government tags its ministers. The people tagged in a picture will receive a notification, ensuring that the tweet is seen, and possibly retweeted, by the relevant stakeholders.

In contrast to these figures are the accounts of Ghana's foreign ministry @GhanaMFA with 1,397 followers and the Twitter accounts of the foreign affairs minister Shirley Ayorkor Botwe @ayorkorshirley 113 followers. The official Twitter Account for the Presidency @GhanaPresidency has more than 45 million followers, while the Ministry of Tourism, Arts and Culture @MOTACCGhana has more than 4,000 followers. Ghana Tourism Authority @ghanatourismGTA also has more than 4,000 followers on Twitter. The Information Services Department has no Twitter handle or account. Ghana can adopt this method of tagging is relevant MDAs to amplify its policies and increase visibility, especially if its MDAs are coordinated.

2.3.3 Facebook

Facebook is an online social networking service that can be accessed via the internet on a mobile device, tablet or a computer (Hall, 2019) and is ranked third by Alexa. It was invented in 2004 by Eduardo Saverin, Dustin Moskovitz, Mark Zuckerberg and Chris Hughes who were then studying at Harvard University (Hall, 2019). The company's headquarters is in Menlo Park, California. Facebook became the "largest social network in the world" and is said to be the biggest virtual state, with over two billion monthly active users which have been more than the population of China since 2005 (Hall, 2019). Facebook, which started as Facemash and was mostly used by the students of Harvard (Hall, 2019), is the second most used digital media platform in diplomacy (Cole & Wolfe, 2018).

Joining Facebook is free of charge once the subscriber has access to the internet. A new user can create profiles, upload photos, join a preexisting group and start new groups (Hall, 2019). The Facebook site has many components which include Timeline, Status and a News Feed. According to Hall (2019), the timeline is a space on each user's profile page, where users can post their content and friends can post messages. The status enables users to alert friends to their current location or situation (Hall, 2019). Finally, the news feed, informs users of changes to their friends' profiles and status, Facebook users can converse with each other and send each other private messages (Hall, 2019). "Users can signal their approval of content on Facebook with the Like button, a feature that also appears on many other websites" (Hall, 2018). Once a profile is created, "the new user can start looking for friends and send friend requests", when the request is accepted, "Facebook connects the two individuals by allowing them to see each other's profile page and by adding their activities to one another's news feed" (Hall, 2018) .

On the other hand, a Facebook page is a "public profile specifically created for businesses, brands, celebrities, causes and other organizations" (Rouse, 2010). A major difference between a personal Facebook profile and a Facebook Page is that a page can get an unlimited number of following while the former is limited to a maximum of 5,000 followers or 'friends'. Another difference between a page and a profile is that a page gains fans while the latter gains friends. A page is liked while a personal profile receives a friend request. Most states, their institutions and leaders have a page and not a profile. According to the Facebook help centre, anyone can create a Facebook page, except for pages for an organization, business, brand or a public figure that needs to be created by an official representative.

Facebook's standing relationship with diplomacy begun when Barrack Obama created his account in 2007 when he was Senator of Illinois (Cole & Wolfe, 2018b). The study *World Leaders on*

Facebook by), indicates that the one hundred and seventy-five leaders and governments of state, out of the one hundred and ninety-three United Nations member states have an official presence on this platform. There are “650 Facebook personal and institutional pages of world leaders, governments and foreign ministries and all these pages combined have a total of 309.4 million page likes as of March 15, 2018” (Cole and Wolfe 2018b). The leaders have uploaded “a total of 536,644 posts since January 1, 2017, which have garnered close to 900 million interactions” (Cole and Wolfe 2018b). Governments of eighteen states are yet to sign up to Facebook. These states include “China, North Korea and Turkmenistan, where the social network is banned as well as a handful of small island states in the Pacific Ocean” (Cole & Wolfe, 2018b).

Although President Trump is the king of Twitter, his reign doesn't extend to Facebook. The Prime Minister of India Narendra Modi has the largest followers on Facebook with over four million page likes, he beats President Donald Trump who has over 23 million page likes on his personal Facebook page (Cole & Wolfe, 2018b). Queen Rania of Jordan (Queen Rania) has 16 million likes, making her the third most popular world leader on Facebook. The institutional page of Narendra Modi comes in fourth place with over 13 million followers while Hun Sen, the Prime Minister of Cambodia is in the fifth place with “9.6 million page likes” (Cole and Wolfe 2018b). Surprisingly, Prime Minister Hun Sen has more Facebook followers than the number of Facebook users in Cambodia (7.1 million) (Cole & Wolfe, 2018b). President of Turkey, Recep Tayyip Erdoğan, the “White House and Indonesian President Joko Widodo” comes in the sixth, seventh and eighth positions respectively with more than “8 million likes each” (Cole and Wolfe 2018b). President Abdel Fattah el Sisi of Egypt and Prime Minister Trudeau of Canada are in the 9th and 10th position for the “most popular world leaders on Facebook with 7.2 and 5.8 million likes”, respectively (Cole and Wolfe 2018b).

In sub-Saharan Africa, President Uhuru Kenyatta of Kenya is the “most popular leader with 3.5 million likes” (Cole and Wolfe 2018b). He is followed by the President of Ghana Nana Akufo Addo who has “1.6 million likes” (Cole and Wolfe 2018b). President Paul Biya of Cameroon, Guinea’s Alpha Condé and President Paul Kagame of Rwanda “complete the top five list each with more than 700,000 likes respectively” (Cole and Wolfe 2018b). In spite of this ranking, the “Facebook page of the government of Botswana is the most prolific, with an average of 35 posts per day since the first January 2017” (Cole and Wolfe, 2018b), while the Presidency of Uganda, on the other hand, is the second most visited page on Facebook, second after the White House. It is worth noting that the institutional Facebook page of Togo Presidency has had a sturdy increase the 1st of January 2017, “with a 91 fold increase from 394 likes on January 1, 2017, to 36,416 page likes by March 15, 2018” (Cole and Wolfe, 2018b). Ethiopia’s government ranks highest regarding of the number of pictures published (Cole and Wolfe 2018b). The government of Ethiopia’s page has posted over 11,000 pictures since first January 2017, which is over 2,000 more pictures “than the government of Botswana, which is in second place, followed by the government of Pakistan with more than 6,000 pictures posted in the same period”, (Cole and Wolfe 2018b).

There are 24 African Foreign Ministries on Facebook (Cole & Wolfe, 2018b). States like Egypt, Benin, Botswana, Tunisia, Somalia, Ethiopia, South Africa and Mali have personal and institutional pages for their Foreign Minister and Ministry respectively. The others like Ghana, Lesotho, Togo, Libya and Guinea, to mention but a few, only have an institutional account. The Egyptian Foreign Ministry comes in first with 436,411 followers, followed by the Ethiopian Foreign Ministry with 130,930 followers, with 24,085 and the Tunisian Foreign Ministry is in the third position. The South African and Madagascan Foreign Ministry come in fourth and fifth with

119,090 and 18,108 respectively. Ghana's Foreign Ministry has 526 followers on their institutional page.

President Trump is more active on Facebook, with an average of five posts a day as compared to Narendra Modi. Most of the Facebook pages of world leaders are handled by their social media team, however, a few like Jacinda Ardern, New Zealand's Prime Minister, Lars Løkke Rasmussen, the Danish Prime Minister, manage their Facebook accounts themselves. They engage with their followers or audience through videos by informing them about government policies, answering questions asked by their followers or showcasing their states or personal lives with their followers. Jacinda Ardern goes a step further to have her videos subtitled to suit the hearing impaired.

The major difference between the use of Facebook and Twitter in diplomacy is the use of live videos for the former as compared to the 280 characters on Twitter. On Facebook, "videos and live videos perform best" (Cole and Wolfe 2018b). Facebook videos averagely can "gain 2,615 interactions and live videos have the best engagement with an average of 4,489 interactions per broadcast" (Cole and Wolfe 2018b). Videos that are streamed live on these pages get the most Likes. Followers also value comments and shares of their favourite leader. Out of about "91,266 Facebook videos posted on world leaders' pages have been viewed 5.4 billion times with an average view count of 70,790 per video" (Cole and Wolfe 2018b). Videos of President Macron of France on the Paris Agreement, the Canadian Prime Minister wishing Muslims in Canada and around the world a happy Ramadan have had a viral hit and viewed 29.1 and 12.5 million times respectively as of 2017.

Some world leaders' use Facebook Live broadcasts, a video feature on Facebook that allows video streaming in real-time, all to engage with their users and also answer questions they may have. For example, President Trump's initial "weekly address to the nation on January 28, 2017,

shared on the official POTUS page has become the most-watched Facebook live video of any world leader in 2017 with more than 5.1 million views” (Cole and Wolfe 2018b). Also, the European Commission has arranged seventeen Facebook live chats with different experts and European Union Commissioners (Cole and Wolfe 2018b). The State Department of the United States has organized quite a number of Facebook engagement with their followers. Mark Rutte, the Prime Minister of Netherlands also publishes head-on video clips occasionally. This gives an opportunity for these leaders to use their soft power and to engage with their citizens as well as foreign audiences who might be following their page. Facebook allows world leaders and their foreign ministries to engage with millions of Facebook users across the world, despite the number of followers they have and users of that platform in their states.

2.3.4 Instagram

The way people communicate is changing. A new form of communication is emerging using images. People are using images to talk to each other, to tell stories, and to communicate what they are doing and thinking and Instagram is leading this shift ("Instagram Basics for Politics and Government," 2018). Instagram is a social network for sharing videos and photos. The platform is owned by Facebook, however, it was invented by Mike Krieger and Kevin Systrom. It was launched on the 6th of October 2010 and has an estimated number of 1 billion users worldwide. The app allows users to upload photos and videos unto the platform. These photos can be edited with various filters and location information. A post can be shared publicly with everyone or with approved followers.

Although Instagram is quite young compared to Twitter and Facebook, its popularity in diplomacy has led to the publishing of a guide by the company called Instagram Basics for Politics and Government (2018) for people in that category. According to the guide, there are 800 million users

on the platform every month, 300 daily stories and 80 per cent of its users are outside of the United States. Instagram has become a tool for “elected officials, governments, campaigns and candidates use and to break down barriers and meaningfully connect with their constituents in a visually compelling way” (“Instagram Basics for Politics and Government,” 2018).

Instagram is ranked 16th by Alexi.com and it is the third most used digital media platform in diplomacy. One hundred and twenty states out of the one hundred and ninety-three United Nations are active on Instagram. This makes a total of eighty-one per cent UN member states active on Instagram (Cole and Wolfe, 2018c). Except for President Vladimir Putin of Russia and President Xi Jinping of China who have not signed up to join Instagram, the remaining members of the G20 and G7 leaders have created personal accounts on Instagram (Cole & Wolfe, 2018c). Again, the former President of the United States, Barack Obama, was the first leader to create an account on this platform. Today India’s Prime Minister Narendra Modi reigns on Instagram with 14.8 million followers. The Indonesian President, President Joko Widodo who is in the 6th position on Facebook, is ranked 2nd on Instagram with 12.2 million followers, President Donald Trump of the United States comes in the third position with 10 million followers (Cole & Wolfe, 2018c).

The Pope, Jordan’s Queen Rania and President Recep Tayyip Erdoğan of Turkey still maintain a presence on Instagram coming in at 4th with 5.7 million followers, 5th and 6th with over four million followers each (Cole & Wolfe, 2018c). The Royal Monarchy of the United Kingdom made it to the top 10 users of Instagram as a result of the Royal wedding between Prince Harry and Meghan Markle. This wedding saw a growth in the United Kingdom soft power. It showcased the states’ culture and had 2 billion people watching it via the internet on Facebook, Instagram and YouTube and their national traditional media platform, the British Broadcasting Corporation (McClory, 2018). The hashtag #RoyalWedding tripled the number of followers on their Instagram account to

570,000 on May 19, 2018. The Ruler of Dubai, His Royal Highness Sheikh Mohammed bin Rashid Al Maktoum, and Prime Minister of Russian Dmitry Medvedev is the 10th position on the Instagram top ten list of world leaders with most followers (Cole & Wolfe, 2018c).

None of the leaders in Africa had a place in the top 10 list of Instagram most followed leaders; however, the President of Ghana, Akuffo- Addo is the most followed African leader in the Sub-Saharan region, Cole and Wolfe (2018c) notes. He comes in first with four-hundred and thirty-one thousand followers, followed by President Paul Kagame of Rwanda and President Buhari of Nigeria with over 160 thousand followers as of 2018. Uhuru Kenyatta of Kenya comes in 4th with over ninety-one thousand (91,000) followers, the institutional account of the Nigerian President and Presidency of Tanzania comes in at the 5th and 6th positions with over sixty-three thousand (63,000) and fifty thousand (50, 000) followers each.

Instagram Basics for Politics and Government (2018) notes that elected officials, campaigns, candidates and governments take advantage of Instagram to connect and provide their followers with the opportunity to see the work of their leaders both locally and internationally. There is an opportunity for Ghana here since the President of Ghana tops the chat for African leaders. Ministries, Departments and Agencies (MDAs) can take a cue from the social media team of President Akuffo Addo and do better. The Ministry of Foreign Affairs and Regional Integration (Ghana MFA) has 286 followers on Instagram, Ghana Tourism Authority has over 4,000 followers the Ministry of Tourism (motacghana) has 2,425 followers, and the Presidency has no institutional account but is linked to President Akuffo-Addo's account, the study observed. The Information Services Department has no handle on Instagram.

2.3.5 *YouTube*

YouTube is quite different from the three digital platforms discussed earlier. It is predominantly known for streaming of videos, unlike the others that combine text, pictures and videos. YouTube is an American company established by Steve Chen, Jawed Karim, and Chad Hurley in 2005 to serve as a means of removing technical barriers and to help share videos online (Burgess & Green, 2009). Burgess and Green note that in 2006, Google bought YouTube and by 2007, two years after its creation, YouTube has become the most popular entertainment website in Britain. Currently, it is rated the second most used platform by Alexia.com. There are more than 1 billion active users on YouTube every month. YouTube also has about five hundred hours of video uploaded to the platform every minute (Burson-Marsteller, 2016).

Just as the previous digital media platforms discussed, joining or creating an account on YouTube is free once the subscriber is connected to the internet. It has a simple interface to help users post and watch videos without much technical knowledge (Burgess & Green, 2009). An account can be created by going to www.youtube.com and selecting the create account option (National Tourism and Development Authority, 2012). Once this is done the subscriber has features such as channels, playlist and the tag option to use. A YouTube channel is a location on YouTube where one can store all videos in one place (National Tourism and Development Authority, 2012). The playlist serves as a means of categorizing contents uploaded on YouTube and tags are words or phrases that help YouTube users find a subscriber's content easily (National Tourism and Development Authority, 2012). The user is also allowed to customize his or her channel to suit their preference. Unlike Facebook, Twitter and Instagram, users of YouTube do not have followers or friends, they have subscribers. A subscriber can post an unlimited number of videos on his or her channel (Burgess & Green, 2009).

YouTube, since the digital revolution, has enabled masses “view or listen to digitalized artwork such as film and music, educational materials and news, to mention but a few from a drive and on the internet for easier consumption” (Cayari, 2011). YouTube “started as a site to distribute user-generated content and has developed into a platform where an individual can build a personal brand and turn it into a career” (Holland, 2016). Burson-Marsteller, (2016) avers that the world of diplomacy was first introduced to YouTube in 2006 by the former President of the USA then Senator of Illinois, Barrack Obama. A recording of an interview of him conducted by Wolf Blitzer of the news channel CNN on the Federal Spending Transparency Bill was posted by his campaign team (Burson-Marsteller, 2016). He was followed by Matteo Renzi, who was the Mayor of Florence on November 8, 2006, and Italian Prime Minister as of 2016. Australia’s Prime Minister Malcolm Turnbull, who was then the Minister for the Environment and Water was the third world leader to create a YouTube account (Burson-Marsteller, 2016).

Burson-Marsteller (2016) avers that government institutions such as the European Commission, the State Department of the United States of America and United Kingdom Foreign Ministry signed up in 2007, except for the Swedish Foreign Ministry which joined in 2008. Royalties were not left out, the British Royal Family and the Queen of Jordan, Queen Rania also joined in 2007 and 2008 respectively. Queen Rania’s video was aimed at dispelling stereotypes about the Arab world, has been watched over a million times (Burson-Marsteller, 2016). Subsequently, the number has grown to 340 heads of state and government having set up YouTube channels. The study by Burson-Marsteller (2016) *World Leaders on YouTube* also indicates that there are 148 foreign ministries of countries on YouTube which represents 77 per cent of all United Nations (UN) member states. The study also indicates that the platform is basically used as a “video repository by governments instead of a social network” (Burson-Marsteller, 2016).

YouTube is usually used by governments to “broadcast speeches live, publish the weekly activities of the officeholder and sometimes funny skits” (Burson-Marsteller, 2016). Channel created by politicians serves as a means to upload election clips or to engage with subscribers via Google hangout, where they have real-time question and answer sessions (Burson-Marsteller, 2016). The study *World Leaders on YouTube*, however, notes that out of the 340 YouTube channels created by governments, 75 of them were inactive and only 33 of these accounts were verified by YouTube. President Joko Widodo of Indonesia, Ahmet Davuto lu, the Turkish Prime Minister and the Foreign Minister of Germany Frank-Walter Steinmeier had their accounts verified in 2016 (Burson-Marsteller, 2016).

Videos on YouTube have been used as a soft power tool to promote their films and these videos have gone viral. The European Commission uploaded a 44-seconds video to help boost its film industry (Burson-Marsteller, 2016). The Commission uploaded another trailer of romantic scenes in European films, this has also been watched over a million times, according to Burson-Marsteller (2016). On April 29, 2011, the British Monarchy again exhibited their culture through the over three-hour live telecast of the wedding of Prince William and Kate Middleton. According to Burson-Marsteller (2016), this was unique on YouTube and with 2.8 million views, the video has become the British Royal family’s most-viewed video on YouTube Burson-Marsteller, (2016) notes. Also, the government Germany post a video called the “Week of the Chancellor,” giving a summary of what Angela Merkel has been up to. The Buckingham Palace uploads weekly videos titled the “#TheRoyalWeek”, this video is a collection of pictures from the past week to give its audience a glimpse of the lives of the royals (Burson-Marsteller, 2016). The King of Jordan King Abdullah II also publishes videos of his week called “weekly wrap up” (Burson-Marsteller, 2016).

YouTube channels of some states also documentaries, these documentaries are used to educate audiences on issues of national interest (Burson-Marsteller, 2016). For instance, documentaries educating people about India in exotic languages such as Korean and Vietnamese are published on the Indian Diplomacy channel (Burson-Marsteller, 2016). “10 Downing Street” a YouTube channel of the government of United Kingdom has put together a playlist titled ‘History’, content on this channel includes interviews of prominent political figures regarding Margaret Thatcher’s time at 10 Downing Street. Foreign Ministries of states like the United Kingdom and Australia have travel videos with advice for citizens, especially those travelling abroad. The Estonian Foreign Ministry has published promotional videos to attract both visitors and investors to Estonia (Burson-Marsteller, 2016). President Kenyatta of Kenya recently posted a video to promote his state’s film industry.

Based on Burson-Marsteller’s work, the YouTube channel with the most subscribers is White House with 682,790 subscribers (Burson-Marsteller, 2016). Barack Obama comes in second with more than 500,000 subscribers. Prime Minister Narendra Modi of India follows Barrack Obama with over 300,000 subscribers. The Vatican and the British Royalty each has over 140,000 subscribers (Burson-Marsteller, 2016). The institutional accounts of the President of Argentina, Mexico and the office of the Indian Prime Minister come in the 6th, 7th and 9th position respectively. The President of Egypt, Abdel Fattah el-Sisi and Queen Rania of Jordan are in the 8th and 10th position respectively.

Within the African continent, there are 31 YouTube channels for African states. Among these states, Ethiopia, South Africa and Tanzania have official channels for their Foreign Affairs Ministry. They all have personal and institutional accounts for their president. There are three YouTube channels for the Republic of Ghana, two institutional channels and a personal channel.

Both institutional channels, John Dramani Mahama and Flagstaff House Communication Bureau (now Jubilee House Communication Bureau) are active with 1,801 and 715 subscribers respectively. The personal channel of the President of Ghana as of 2016, John D. Mahama, has 187 subscribers and was dormant (Burson-Marsteller, 2016). Ghana Tourism Authority has a YouTube channel called Visit Ghana and the channel has over 2,000 subscribers. The Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Creative Arts and the Information Services Department of Ghana do not have YouTube channels.

2.3 Conclusion

This chapter showed how digital media is being used in advancing foreign policy, promoting culture, music and films and churning out information to other parts of the world. The differences in the number of followers on Twitter, Facebook and Instagram between developed states and developing states is alarming. Within the continent, Ghana is lagging, the Instagram account of President Akuffo-Addo is the only account that is performing well compared to other states. On the whole, there seems to be a good performance by Ghana, according to the UN survey but individually, MDAs have more work to do to catch up with its African counterparts and the world eventually.

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CHAPTER THREE

THE USE OF DIGITAL MEDIA IN GHANA

3.1 Introduction

The previous chapter examined how digital media is used by other states in promoting their foreign policy and soft power. This chapter focuses on how digital media is used by MFARI, MOTAC, ISD and GTA in advancing the foreign policy agenda of President Akufo-Addo.

3.2 Roles of Ministries, Departments and Agencies in Ghana

This section briefly discusses the history, roles and functions of the Ministry of Foreign Affairs, Ministry of Tourism, the Ghana Tourism Agency and the Information Services Department.

3.2.1 Ministry of Foreign Affairs

Dr Kwame Nkrumah established the Ministry of Foreign Affairs in 1957. He was then leader of Government Business and also served as the first Foreign Minister (www.mfa.gov.gh). Under the personal direction of Dr Kwame Nkrumah, he established an autonomous African Affairs Secretariat to promote African Unity. The Secretariat was later incorporated into the Ministry after his overthrow in 1966. The Ministry is the “principal organ of state responsible administratively and executively for the initiation, formulation, coordination and management of Ghana’s Foreign Policy” (www.commonwealthofnations.org/ministry-of-foreign-affairs-and-regional-integration-ghana/). According to the Ministry’s website, “the Ministry and its diplomatic missions abroad constitutes the Ghana Foreign Service”. The Ministry also controls the “direction and coordination of Ghana’s external relations besides the diplomatic missions, honorary consulates have been established to complement the work of the former in the promotion of investment, trade and

tourism as well as the discharge of consular functions in areas with significant Ghanaian communities” (www.mfa.gov.gh).

The Ministry of Foreign Affairs and Regional Integration (MFARI) is made up of its Headquarters, fifty Diplomatic and Five Consulate Generals or Consular Missions. It also has three “subvented Organizations, namely the Legon Centre for International Affairs and Diplomacy (LECIAD), the National African Peer Review Mechanism Governing Council (NAPRM-GC) and the All African Students Union (AASU)” and 19 Bureaus that help the ministry in executing its duties (www.mfa.gov.gh). Though its name has been changed at various point in Ghana’s history, the Ministry’s current name, “Ministry of Foreign Affairs and Regional Integration, was designated in 2009 to emphasize the importance of regional integration as a foreign policy objective” (www.mfa.gov.gh).

The Ministry aims at being a well-resourced Foreign Ministry capable of establishing, developing and sustaining international goodwill, solidarity and promotion of national interest. Its mandate reads in carrying out its mission of promoting and protecting the national interest, the Ministry makes recommendations to Government on appropriate initiative options and responses in the light of unfolding domestic and international events. It also takes into account all the factors that impinge directly and indirectly on the national interest in the formulation of Ghana’s Foreign Policy. This involves the protection and defence of territorial integrity of Ghana, protection of our nationals, “ensuring peace and stability for our country and sub-region, contributing to wider international peace and security, cultivating a favourable image of Ghana abroad and defending that image” (www.mfa.gov.gh).

3.2.2. Ministry Of Tourism and Culture

According to the Ministry's website, the Ministry of Tourism, Arts and Culture has been realigned through Executive Instrument (E.I. 2013) to provide a firm, stable policy environment for effective mainstreaming of Ghanaian culture into all aspects of national life and to ensure the strong emergence of a vibrant creative economy to improve and advance the tourism industry.

The Ministry of Tourism is to facilitate the interface between government, implementing bodies in tourism, culture and the Creative Industries as well as international civil society partners (www.motac.gov.gh).

The vision of the Ministry of Tourism and Culture (MOTAC) as indicated on their website is to develop sustainable tourism pivoted on Ghanaian culture and creative arts as a key to accelerated national development. As its mission, MOTAC exists to create a conducive environment for sustainable growth and development of the sector to enable it to contribute enormously to GDP through effective and efficient use of appropriate policies, plans, programs and projects. It is also to develop and sustain public-private-partnership with the Diaspora for resource mobilization and investment" (www.motac.gov.gh).

MOTAC aims to create awareness on the importance of tourism, culture and the arts, to develop the capacity for the tourism, arts and culture industry and to preserve Ghanaian cultural heritage. Others include to develop policies to support private sector participation in tourism, arts and culture and finally to increase contribution to the global cultural economy Mobilize resources for the development of tourism, culture and the arts (www.motac.gov.gh).

Its functions are:

1. Formulation of policy, planning and programming for the development and promotion of domestic, regional and international Tourism, Arts and Culture.
2. Promulgation of legislation and regulations on Tourism, Arts and Culture development, including investment policies and incentives.
3. Conducting research into regional and global trends in Tourism, Arts and Culture.
4. Development of the human resource within the private and public sectors to effectively promote Tourism, Arts and Culture.
5. Coordination and collaboration with other Government Agencies, Development Partners, the Private Sector and Non-Governmental Organizations, on matters concerning Tourism, Arts and Culture.
6. Development of policies and programs to link up with Africans, including Ghanaians in the Diaspora, for investment in, and promotion of Tourism, Arts and Culture.
7. Monitoring and Evaluation of the sector's performance

3.2.3 Ghana Tourism Authority

The Ghana Tourism Authority is the public service agency in charge of regulating tourism in Ghana through marketing and promotion, licensing and classification of tourism facilities and services, research and development. The Authority replaced the Ghana Tourist Board in 2011 as the organization that promotes tourism, with a specific focus on sustainable tourism. It aims to see Ghana become the 'tourism capital' of West Africa and for tourism to become the leading sector of the economy. The Ghana Tourism Authority was established by Tourism Act, 2011 (Act 817)

as the main implementing body of the Ministry of Tourism (www.commonwealthofnations.org/organisations/ghana_tourism_authority/#).

Its functions include:

1. The regulation of tourism enterprises namely accommodation, catering, travel and charter operations through registration, inspection, licensing and classification.
2. The promotion and marketing of Tourism, both in Ghana and outside Ghana, including the publication of tourism publicity and promotional materials, and participation in fairs and exhibitions.
3. Carrying out research and studies on trends in the tourism industry both at home and abroad to aid decision and policy-making.
4. Facilitating the development of tourist facilities and products.

The operational departments of the Board and their responsibilities are:

Marketing

1. Promoting and marketing the country as a tourist destination in Ghana's overseas and regional markets.
2. Promoting domestic tourism and creating awareness of the benefits of tourism.
3. Developing strategies for effective marketing and promotion.
4. Regulating the business of Travel, Tour and Car Rental Agencies and Charter Operations through registration and licensing.
5. Research, statistics and information

Carrying out research and studying trends in the tourism industry in to:

1. Segment the market as a guide to the marketing of Ghana's tourist products
2. Provide information on Market Trends for strategic and effective marketing.
3. Inform Policy Decision and Direction with respect to Tourism Planning, Development and Promotion.

3.2.4 Information Services Department

The Information Services Department (ISD) was established as a small unit during the 1939-1945 war to provide information on the progress of the war. Today, it is the principal Public Relations outfit of the Government both at home and abroad. The Department is represented in ten (10) Regions of Ghana and currently has 191 district offices (www.ghana.gov.gh). The Information Services Department is divided into five Divisions namely; Administration, Marketing, Operations, Publishing and Public Relations Coordination. These Divisions help the Department carry out its functions" (www.ghana.gov.gh).

"The Information Services Department provides numerous services, including the provision of print media, such as posters, leaflets, magazines among others". It also provides press coverage for all state functions and MDAs. ISD also produces documentaries and provides video coverage of major events for news and archival purposes. The Department also mounts photo exhibitions for government and other organizations. Events covered are hosted on the Government of Ghana portal (www.ghana.gov.gh).

The vision of the ISD is to "establish a responsive two-way channel of communication between the government and the people to proactively and readily assist the government's investment promotion and developmental programs towards good governance" (www.ghana.gov.gh). Its mission is to create awareness of government policies, programs and activities, promoting Ghana's international marketing agenda, providing public relations support to other Ministries,

Departments and Agencies and submitting feedback for the public to the government”
(www.ghana.gov.gh).

The core functions of the Information Services Department are:

1. Dissemination of information on government policies, programs and activities
2. Collation and assessment of public reaction to government policies
3. Provision of Public Relations support to the Presidency and MDAs
4. Keeping Ghanaians abroad abreast of developments in the country

3.3 The Use of Digital Media by Ministries, Departments and Agencies

The use of digital media platforms among MDAs is important and crucial in the day-to-day running on these institutions. The respondents for this study acknowledged the importance of digital media in the world today. Mr Collins Ackwerh, the digital marketer of the Ghana Tourism Authority described it as a tool that can only be beneficial when the user knows what he or she wants to achieve. Madam Rita Enyonam Dakudie, senior information officer with the Information and Public Affairs Unit of the Ministry of Foreign Affairs and Regional Integration mentioned that digital media is good and has come to stay although it may have some downsides. She notes that unscrupulous people may use it for their parochial interest but the positives outweigh the negatives and every institution should use it and seek to improve every day. Mr Sulley Joti of the Information Services Department adds that the use of digital media is a way to reach out to the youth of the country. Mr Abubakar Sadiq, the public relations officer of the Ministry of Tourism avers that private institutions are leveraging digital media in branding their image and that is what government institutions need to do.

With this background on the importance of digital media, the respondents for MFARI and MOTAC mentioned Website, Facebook, Instagram and Twitter as their most-used digital media platform. GTA in addition to these platforms uses YouTube in their line of work. However, GTA is also active on Flickr and Google + and use these platforms when the trends demand that they do. They also engage in email marketing where they send their newsletters and information regarding events and upcoming programs to people via email. The respondents agreed that the use of digital media is effective in increasing their presence virtually and helped cut down cost in some of their line of work. The Information Services Department only handles the government of Ghana website

3.3.1 Content and Foreign Policy

Concerning what MFARI, GTA, ISD and MOTAC put on their digital media platforms, ISD usually has news content highlighting the activities of the president. The ISD which also manages the government of Ghana website also has government policy document, policy briefs, press releases, budget statements, the national pledge and the anthem. The website also hosts the Uniform Resource Locator (URL) for government agencies that do have websites and the ministers for the various sectors to mention but a few. Regarding the foreign policy of President Akufo-Addo, the respondent admitted knowing what is written in the constitution but he wasn't certain of the specific policy of President Akufo-Addo's administration. He adds that since most of the content published highlights the works of the president, they are in a way promoting the foreign policy of the President.

Ghana Tourism Authority does live streaming of events and sometimes festivals on their Facebook Page. Mr Ackwerh adds that they also have any promotional videos of tourist sites, festivals and events on their YouTube channel so people can go there and view these videos and have a feel of the Ghanaian culture and what to expect when they visit such places. They have also created pages

for almost all of the tourist attractions in Ghana. These pages have information on where these attractions are located, there is also a digital map of Ghana placed there to direct people. Tourists can also find information on how to get to these tourist attractions, what transportation means are available and the cost involved. This is to help people easily get access to these attractions.

GTA creates content anywhere in Ghana that the institution finds marketable and put it on their website and on their social media platforms to help people get information, not only for research and also to guide travel visits of tourists. The links to these content are posted on their digital media platform to help reach audiences that may not be on that particular platform. Regarding foreign policy, he indicates that it is difficult to know a particular policy because sometimes government appointees do not know the direction they want to take, which is a situation that cuts across all sectors. Nonetheless, he mentions that his director knows what the President seeks and he is steering them towards that direction especially with the Year of Return. “The Year of Return is marketing campaign targeting the African-American and Diaspora to mark 400 years of the first enslaved Africa arriving in Jamestown Virginia” (www.visitghana.com/events/year-of-return-ghana-2019/)

Madam Dakudie adds that they also have content related to bilateral corporations, multilateral corporation, and regional integration programs, programs that have to do with championing the interest of Ghana, diaspora, presentation of credentials and all programs that fall within the Mandate of foreign affairs. The ministry also posts content educating Ghanaians on passport acquisition and information that can help Ghanaians who are stranded, and all the activities that need to be communicated to the public. The respondent knew what the foreign policy of President Akufo-Addo was.

Content on the digital media platforms of the Ministry of Tourism and Culture usually comprises of the activities and engagement of the Minister. The PRO admits that his knowledge on foreign policy hinges on his sector to brand Ghana, market the state's attractions to be able to attract in more investors. Which they are doing through the "See Ghana, Eat Ghana, Wear Ghana, Feel Ghana" campaign on their digital media platforms. "This campaign seeks to invoke the spirit of nationalism through sounds, distinct sights and the fusion of traditional food drawn from each of the ten regions in Ghana" (Dzaho, 2018).

3.3.2 Procedure for Uploading Content on Digital Media Platforms

"For any organization, anything you put out there affects your corporate image so it has to go through checks and balances" (Ackwerh, 2019). According to the respondents posting on any of their institution's digital media platforms goes through a process before it is released to the public. Madam Dakudzie of MFARI affirms that posts go through a process and that is how the civil service is structured. She adds that there is a hierarchy, there is an order there are ways of doing things, and there are processes that process has to be followed. Therefore, more than one person has to see most things to be cleared in a government establishment. The institutional platforms are not a personal thing so whatever is posted there should reflect the position of the ministry and it helps shapes things so it has to go through the process.

For any content to be uploaded on to any MOTAC digital media platform, a senior officer has to approve of it. For the PRO of MOTAC, he has been assigned to the deputy director or director of the Ministry. The deputy director goes through what the content provided to him or her and makes their contribution. It is then printed and given to the chief director. The chief director will look at it and by his discretion approves its publication and then their information technology department publishes the content on MOTAC's digital media platforms.

The procedure is quite different in the Information Services Department. To get information onto the government of Ghana portal, one needs to send it via email to info@isd.org.gh. When that email is received, the officials at ISD check for its authenticity by checking the letterhead and if a signature is appended on it. After this check, the content is uploaded on the website.

The digital marketer for GTA acknowledges the hierarchical structure in the government institution. However, due to the fast nature of the digital space which increases or devalues content when the timing is missed, they have put a system in place that enables content to be uploaded without necessarily have a stringent hierarchical structure. Mr Ackwerh works with a team that understands the tourism industry. Therefore, they can discuss what is relevant or not. The team usually has a weekly plan of content they have and what is supposed to be posted on their digital platforms.

3.3.3 Training for Personnel

“Anyone handling any form of digital media needs to always be out there learning new things that are coming and how you use them to your benefit”(Taylor, Interview, Accra 2019). Mr Ackwerh notes that anyone handling a digital media platform for any institution should have some form of training but for any digital media platform to be effective, the person or people in charge need to be educating him/herself on a daily basis since a new feature is added to these platforms often. In addition to this Ghana Tourism Authority organizes workshops once a while with other industry stakeholders who are in the digital space to discuss issues regarding the use of digital media platforms and to also share ideas. They recently participated in a forum in the Seychelles where personnel from other parts of the African Continent who handle digital media for other states and institutions came together and shared ideas regarding the digital space and how to make the best of it.

The personnel responsible for the social media platforms of MFARI has experience in the area of content management. The Ministry organizes training sessions regularly to help those in that department upgrade and adapt to the new trends on digital media platforms. This is to help them keep up with the changing scenes in the digital sphere. This training is also done to help the person in charge of these platforms handle issues of typographical errors and ‘slips’ when they are already out there and attention is drawn to it.

The respondent at MOTAC avers that his outfit is deficient with regards to having a person with experience in digital marketing to help him take full advantage of digital media platforms. Despite this, the ministry is making efforts to get someone with a qualification in digital marketing as at the time this interview was conducted.

At the Information Services Department, the respondent indicates that his department does not have training sessions often. Nonetheless, he participated in a training session in Israel in 2014.

3.3.4 Response Time

As indicated in the previous chapter, websites are the official representation of the state. It is therefore prudent that emails are checked on time and telephone lines on the websites are attended to. The response time for answering emails sent through the GTA’s website is 24 hours, Information Services Department checks their emails on a daily basis while MFARI checks theirs on a regular basis. The Ghana Tourism Authority has also set up a call centre that is opened and active throughout the day to answer phone calls.

3.4 Collaboration among MDAs on Digital Media Platforms

As mentioned in the previous chapter, to disseminate and amplify government policies, as well as increase visibility on Twitter, it is useful to tag up to ten followers in a post. “This is an effective

way to drive engagement and get the message across” (Cole & Wolfe, 2018a). This technique can be used on all of the digital media platforms in amplifying and spreading foreign policy to the public. The roles of MDAs are interlinked and work together but every ministry has its mandate and is supported by other MDAs for that mandate to be achieved sometimes through collaboration or supporting a ministry to achieve a program which is part of their mandate (Dakudie, 2019). Despite this, such collaboration is not seen virtually.

The P.R.O for MOTAC indicates that the Ministry liaises with other Agencies such as Ghana Export Promotion Council, the Ministry of Foreign Affairs and Regional Integration and Ghana Revenue Authority to be able to attract tourists and Ghanaians who are non-residents to come and invest in the country. He notes that with regards to collaborating on digital media platforms that option has not been exploited to help them reach a wider audience.

According to Mr Jotie, the Information Services Department has public relations officers in most of the Ministries, they bring them information from those institutions to upload on the government of Ghana portal and on their social media handles. He notes that this collaboration on their digital space is only possible with institutions where they have their PRO in house.

The content manager for GTA admits that there is collaboration and sharing of information for some programs. For other programs, he indicates that it depends on how the “leading organization is sharing information and to what extent the sister agencies are involved”. The respondent notes that GTA is currently running the Year of Return which is multi-sectorial. It, therefore, depends on how the representatives can push the information down to their working teams and organizations. Although they do their part to disseminate information, one cannot insist on the other organization to do the same since most of the organizations are semi-autonomous. The

respondent adds that GTA amplifies posts related to tourism on their digital platform for MDAs such as MOTAC, National Folklore Board and the National Theatre.

At MFARI, the respondent states that MDAs have different roles to play yet the roles are interlinked. Despite this, MFA collaborates or supports other MDAs to achieve a program which is part of that MDA's mandate. Although it may not be seen on MFA's social media platform it doesn't mean MFA is not collaborating with other MDAs. For instance when a state that wants to come and invest in Ghana, that state may look at one area where they have the specialty. MFA will look at several areas, at that point, the Ministry of Foreign Affairs will collaborate with all other MDAs to make sure that those objectives are met although it may not be seen on the Ministry's social media platform it doesn't mean we are not supporting. Nevertheless, the Ministry sometimes collaborates with some MDAs to amplify their posts but are careful not to overshadow the leading Ministry and take over.

3.5 Successes of Using Digital Media

Both advanced and developing states achieved successes in using digital media platform. Some of the successes achieved by MDAs in Ghana used for this study are discussed below.

3.5.1 Reaching a Wider Audience

All respondents indicated that using digital media platforms that is Facebook, Instagram, Twitter and YouTube has helped their institutions reach a wider audience. It is also easier for people to find them and reach them via phone calls, emails, writing directly on their social media pages and finding where their various institutions are located which may not have been possible without these platforms. Although some of the institutions do not have a lot of following on other social media platforms like Instagram and Twitter, compared to Facebook, a combination of all of their digital media helps them to reach a lot of people both within and out of Ghana.

Mr Jotie added to this by saying that the ISD traditionally used its Cinema Mobile Van when there was the need to give out information to the public. This was limiting because they could not reach a lot of people. The use of digital media platforms has helped to do this with just a click.

At GTA, the respondent recognized the fact that the days of using travel guides were over with the use of digital media. They can easily reach both local and foreign populace and optimize their presence on digital media platforms to direct their audience to materials and information on tourism in general. He indicated that they have over 5000 US citizens visiting the Year of Return website every month.

3.5.2 Reduction in Cost

Although traditional media platforms such as television, print and radio cannot be replaced with digital media, the ability to reach a wider audience with just a click on a button has drastically reduced the cost for communication in these institutions. This is one of the advantages of using digital media. All respondents from the various institutions interviewed all buttressed this point. Relating reduction in cost to their traditional mode of information sharing with the mobile cinema vans, Mr Jotie said the use of digital media has helped to reduce cost in fueling the vans. In addition to that, ISD used to send newspapers from Ghana to their foreign embassies, to help the foreign officers know what is happening within Ghana. That has changed since they started using digital media and that has also helped cut down cost for the institution.

3.5.3 Online Advertising Campaigns

An online advertising campaign can be described as a “means of communication of a specific length with a target user” (Raudeliuniene, Vida Davidaviciene, Tvaronavičienė, & Jonuška, 2018). They go on to say that online advertising campaigns can be used by an institution that seeks to motivate, persuade, influence, or inform their target audience to achieve the institution’s

communication goals while employing suitable social platforms such as Facebook, Twitter, Instagram, YouTube and websites to do that (Raudeliuniene et al., 2018). According to Raudeliuniene et al., (2018) online advertising campaigns are used to increase awareness, form the image of an organization, improve brand image and also promote sales. They also help the organization to know their customers or followers better while maintaining the relationship with the customer or follower (Raudeliuniene et al., 2018). Finally, online advertising campaigns increase consumer engagement and generate consumer traffic to other online media tools thereby reducing marketing expenses Raudeliuniene et al. (2018) adds.

The Ministry of Tourism and its agency the Ghana Tourism Authority have been able to use their digital media platforms to run the Year of Return and the See Ghana, Eat Ghana, Wear Ghana, Feel Ghana campaigns respectively. Mr Abubakar Sadiq, the PRO for MOTAC hinted that although his outfit has had some hitches using their platforms, they have been able to conscientize Ghanaians to patronize made in Ghana products. Such as fabrics, food, arts and to visit tourist sites. This campaign is also directed at foreigners to come and experience Ghana.

The Year of Return policy of President Akufo-Addo gained attention through campaigns on digital media platforms. According to the respondent at GTA, they can reach their target group using this campaign and attract them to visit Ghana. He noted that they have been able to create a page specifically for the Year of Return and can update them with the relevant information and update their audience with events in-line with the yearlong celebration. This has saved them time and cost travelling from one state to the other and organizing about 3 or 4 shows at different places before one can get such information to the number of people following them on their social media handles and to those visiting the Year of Return website. Digital media allows their target audience for the Year of Return campaign to easily access information from the comfort of their homes and offices.

3.5.4 Feedback

The use of digital media platform allows real-time interaction between a page or institution and its followers. Followers can comment and react to issues or information given them which can constructively help an institution or an individual find some solution for these concerns raised or information given. The web administrator of Ministry of Foreign Affairs and Regional Integration, Mr Mills notes that the Ministry has had a lot of opportunities to do analytics and have feedback from the public to know where we the Ministry is doing well and not. Analytics is the “process of developing actionable insights through problem definition and the application of statistical models and analysis against existing and/or simulated future data” (Cooper, 2012). Analytics is usually done to help gain knowledge which can be used to make improvements or changes. The information gathered can also be used to increase the overall efficiency of a business or an organization (Frankenfield, 2019). Mr Mills of MFARI goes on to say that the feedback from their followers and people who visit the Ministry’s websites, helps them “align themselves into doing well and it has been good”.

3.5.5 Education

The digital media platforms of the Ministries, Department and Agency used for this study have also had some successes using their platform to educate their followers on some of their policies, how to assess their services and also the opportunity to learn about Ghana. The Information Services Department has a page that has the national anthem in all of the five stanzas to help Ghanaians know and learn the other four. The Ministry of Foreign Affairs and Regional Integration as mentioned earlier uses their platform to educate Ghanaians on the various stages for visa acquisition. MFARI also use their digital media platforms to educate Ghanaians abroad on where to go to or the embassies to contact in times of trouble or when they are stranded. Ghana

Tourism Authority uses its platforms in educating tourists on visa acquisition especially for people travelling to Ghana. They also use the platform to educate tourists on licensed tour companies and partners they can patronize, accommodation and transportation to ensure the safety of tourists.

3.6 Challenges of Using Digital Media

Some of the challenges faced by MDAs in using digital media include:

3.6.1 Internet

Internet for this work has been defined as a means of communication that enables the publication, exchange and storage of information instantly and simultaneously. Government institutions in Ghana have their internet supplied by an agency under the Ministry of Communication called the National Information Technology Agency (NITA). NITA is a “public service institution established by Act 7871 in 2008 as the ICT policy implementing arm of the Ministry of Communications” (www.nita.gov.gh/about-us/). Its mission is to create an enabling environment for effective deployment and the use of ICT by all sectors through the implementation of sound policies and regulatory framework.

The major challenge of the institutions used for this study is the internet. All of the digital media platforms examined for this study, that is websites, Twitter, Facebook, Instagram and YouTube work with the internet. Therefore without it, these institutions cannot make use of it. One of the respondents indicated that his institution has to sometimes rely on the internet connection of a colleague in a different Ministry during days where that of his institution is slow or unavailable. He mentioned that his institution has once been without internet for a year. However, for the past two years, that is from 2017 till date they do have internet services but it is not as fast or stable as they would want it.

Another respondent mentioned that sometimes his institution goes for about a week or two without the internet. He cited an example of his institution without internet for a month because the fibre optic connecting them to another institution was faulty. He had to use his data when there was the need to update any of institution's digital media platform. Another hinted that the internet at his institution is not the best but his department is managing it. Last but the least, one also mentioned that the internet at his institution is unstable, however, he has found a way around it to make it better.

3.6.2 Political Interference

Two of the institutions mentioned political interference as a challenge. One of the respondent with this challenge explained political interference as political appointees bringing in their team to take charge of the job he is supposed to do. He adds that he is sidelined from working on any of these platforms and this makes it difficult for him to be abreast with what goes on the platforms. As at the time the interview was being conducted, he did not have the access codes to their institutional digital media platform even though the political appointee was no longer with the institution.

The other respondent with this challenge indicated that directors of his institutions are changed and between 2015 and 2019 they've had five new directors. He goes on to say that all of these directors come with their direction and do not continue from what was left off. This sometimes leads to confusion because his outfit cannot figure out which policy to follow and abruptly ending an initiative or policy they may have been publicizing on their digital media platforms.

3.6.3 Hacking

“Hacking is the act of finding possible entry points that exist in a computer system or a computer network and finally entering into them” (Tutorials Point, 2018). Hacking is usually done to gain unauthorized access to a computer network or system to either harm or to illegally acquire sensitive

information. Hacking could be ethical that is done legally, or unethical to steal sensitive information. An expert in hacking is called a hacker. The categories of hacking include computer hacking, website hacking, ethical hacking, email hacking, network hacking and password hacking (Tutorials Point, 2018).

There have been instances of hacking in states and their institutions such as the Russian Interior Ministry, Britain's health sector, Spain's Telefonica. European Union's communication systems which had diplomatic cables for twenty-eight states was also hacked in 2018 according to Sarah Harvard (2018). Davey Winder of Forbes also published an article of a hacking incidence at the Jet Propulsion Laboratory of the U.S National Aeronautics and Space Administration (NASA) in 2018 (Winder, 2019)

One respondent acknowledged that his institution has experienced hacking in 2015, however, the hack was not directly to their account but that of the host server. The institution has created new digital media platforms and has also put in place measures to prevent such in the future.

3.6.4 Online Impersonation

Online impersonation is the act of pretending to be someone else online without the person's permission. Online impersonation according to Reznik (2013) as cited by Kambellari (2017), occurs in two ways, either by stealing one's personal information to gain access to the person's online profile or by completely fake account (Kambellari, 2014). Usually, the fake account has information that belongs to someone else or completely made up Kambellari adds. Kambellari avers that online impersonation is as a result of minimal requirement and lack of a proper mechanism in verifying the truthfulness of the information one presents when creating an account online. Although creating a fake online account is not a "criminal act per se, it becomes unlawful when the intent is to defraud, obtain a benefit or injure" (Kambellari, 2014).

One challenge the institutions under discussion face in using digital media is online impersonation. There are several fake accounts posing as these institutions. They sometimes churn out false information about the Ministers or directors of these institutions. Some use these fake account to circulate false news and dupe followers who are not aware of such accounts. The institutions affected by these activities have to spend time addressing these issues when they could be doing something more profitable that could help both the institution and the state as a whole.

3.6.5 Institutional Challenges

Some of the respondents attributed their challenges with digital media to be institutional. They explained this as most of their superiors not understanding the need and relevance of the digital media platform. Their superiors prefer traditional media to digital media and therefore do not pay much attention to the work they do. They, therefore, have to take to educate their superiors to understand their line work which makes them lag.

3.7 Conclusion

Ministries, Department and Agencies like the Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, Ghana Tourism Authority and the Information Services Department used for this study have adopted the use digital media platforms. All four institutions do have a website and are active on Facebook. The Ghana Tourism Authority, Ministry of Foreign Affairs and Regional Integration and the Ministry of Tourism and Culture also have Twitter and Instagram in addition to Facebook. GTA is the only institution with a channel on YouTube. The MDAs use their platforms for education, sharing information, hosting policy documents and briefs that can be accessed by everyone. Reaching a wide audience, reduction in communication cost are some of the successes these institutions have achieved using these platforms. Although the use of digital media is beneficial, it also poses some challenges to its users.

Some of the challenges faced by MDAs include political interference, institutional challenges and hacking to mention but a few.

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CHAPTER FOUR

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

4.0 Introduction

The study sought to how the Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, the Information Services Department and the Ghana Tourism Authority of Ghana are leveraging digital media in advancing the economic foreign policy of President Akufo-Addo's administration. The following are the summary of findings, conclusions and recommendations proffered:

4.1 Summary of Findings

Communication is an integral part of everyday lives. Its relevance to diplomacy and in the international system cannot be overlooked. The introduction of technology to diplomacy has facilitated diplomacy. Technological inventions such as emails, skype and telephone to mention but a few changed the face of diplomacy and made communication easier. As the world of technology evolved, so did diplomacy. New areas in diplomacy such as electronic or digital diplomacy and the concept of e-governance were developed as a result, which was made possible through the use of digital media platforms such as websites, Facebook, Twitter, Instagram, YouTube, Google +, Periscope and Flickr.

Developed states like the United States of America, United Kingdom, France and Russia have taken the lead in using these platforms especially the four most used namely: Twitter, Facebook, Instagram and YouTube. Other states like New Zealand, India, Italy, Jordan, Turkey and the Pope have also made use of these platforms in one way or the other to engage with both foreign and local audiences. African states have not been left out of this trend Kenya, Rwanda, Egypt, Togo,

Nigeria and Ghana do have a presence on digital media platforms. Most of the states have personal or institutional accounts or both for their leaders and their institutions. States use these platforms to display their soft power and to also comment on issues of international reputation within and out of their state's borders.

Ghana as a country has recognized the importance of technology and has gone on to establish NITA to create that enabling environment for effective deployment and the use of ICT for government agencies. Ministries, States and Departments in Ghana have also taken to digital media platforms and do have some presence on these platforms. Looking at the economic foreign policy objectives of the President, the Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism Arts and Culture, Information Services Department and the Ghana Tourism Authority were selected for this study. The study revealed that each of the MDA selected for the study do have a website. The most used social media platform used by these four MDAs is Facebook. This is followed by Twitter, Instagram and YouTube come in second, third and fourth respectively. GTA has a presence on all of the four digital media platforms thus Facebook, Twitter, Instagram and YouTube. MFARI and MOTAC both have handles on Facebook, Twitter and Instagram. ISD is the only institution with one handle and that is Facebook.

Content posted or uploaded on these platforms by these MDAs particularly on their website as observed by this study include government policies, policy documents, information about the ministry or the agency and Ghana, budget statement and passport forms. Information, pictures and video regarding tourist sites, campaigns, bilateral and multilateral corporations and activities of ministers are on other platforms like Facebook, Twitter, Instagram and YouTube. Although some of the respondents do have enough knowledge of what generally the foreign policy of President Akufo-Addo is, they only knew the policy about their institution and ensured that their content

was in line with that. Although MFARI, MOTAC, GTA and ISD do have a presence on digital media, the institutions do not collaborate to amplify their events, programs or policies that are posted on their platforms to a much wider audience than they already have.

As most states that are reaping the benefits of digital media the study also found out that, MDAs can reach a wider audience without putting a strain on their communication or marketing budget. Ministry of Tourism Arts and Culture and the Ghana Tourism Authority have been able to and are running successful campaigns with these platforms in promoting Tourism. All four MDAs have had the opportunity to interact with their followers in real-time and to also address their concerns and provide them with the necessary information. MFARI has been able to use their digital media platforms to get feedback from their audience or followers to assess their performance and to improve on where they had fallen short. Last but not least, all four MDAs have been able to use their digital media platforms to educate their followers on processes to follow, how to acquire or seek a particular service and to direct visitors and citizens to the various tourist sites located in Ghana.

Despite these successes, it was found out that the main challenge of the four MDAs in using digital media is the internet. The respondents noted that the internet service was either slow, not stable or completely off for some weeks, a month or an entire year. This results in delays when updating their digital media platforms with information. Two of the institutions also cited political interference as a challenge that hinders them from effectively using these platforms. Hacking, institutional challenges and online impersonation also add up to the challenges of these MDAs with regards to using digital media platforms.

4.2 Conclusions

This study focused on how Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism and Culture, the Information Services Department and the Ghana Tourism Authority are leveraging their digital media platforms in advancing the state's foreign policy objectives. Based on the findings of the research, the study first and foremost revealed that the use of digital media has been adapted by MDAs in Ghana. However, in contrast to the rankings of the most used digital media platform in the world of diplomacy by Burson and Wolfe, Facebook is the most popular social media platform among MDAs in Ghana. Another observation was that Ghana's Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism Arts and Culture, Information Services Department and the Ghana Tourism Authority do have official websites. Though, the response time for answering emails and telephone numbers obtained through the website needs improvement.

The study observed that not all of the MDAs used for the study are performing well on these digital media platforms. That is in relation to the number of followers on their pages or handles. It is therefore prudent that these MDAs collaborate to share content across the board even when there is a leading ministry for a particular program. This could help increase each other's presence and visibility to other people who may not have seen the content posted or uploaded. Also, directors of the various institutions should take time to organize workshops for the content managers, web administrator, IT officers or public relations officers on the foreign policies stated in the Constitution as well as that of a ruling government. This would help these officers to know the national goal and work towards projecting these goals to their followers. The foreign policy objectives of a state should not be left entirely to MFARI to project although it is the leading ministry in that area.

Through the use of websites, Facebook, Twitter, Instagram and YouTube, Ministry of Foreign Affairs and Regional Integration, Ministry of Tourism Arts and Culture, Information Services Department and the Ghana Tourism Authority are able to use soft power showcasing festivals, food, culture, tourism and teaching their audiences or followers about Ghana and how to get into the state. These platforms have helped with communication through education and information sharing with larger audiences both at home and abroad. This mode of communication has helped reduce both marketing and advertising cost for these institutions. Digital media platforms also provide the MDAs with the avenue to interact with a foreign audience without having to travel to their states.

Finally, although Ghana was late in adapting to the use of digital media platforms as compared to other states shown in the previous chapter, MDAs have adapted to these platforms as the rest of the world have. In spite of this, the MDAs lack a stable internet to work with. They also have to deal with online impersonation, hacking and institutional challenges which limit the pace at which they can work. The result of this is the seeming lack of presence and lateness in updating content regarding their work while other online pages or websites are churning out the news or information users need.

Regarding the above, it is without a doubt that the effective use of digital media by MDAs (MFARI, MOTAC, ISD and GTA) in Ghana could help in advancing the foreign policy objectives of the state. If the challenges faced by these MDAs in using digital media platforms are resolved. This is because the ability of MFARI, MOTAC, ISD and GTA to leverage digital media and play their roles in advancing Ghana's foreign policy under President Akufo-Addo primarily depends on the internet and the ability to work freely without political interference and institutional challenges.

4.3 Recommendations

From the findings of this study, the following recommendations are made:

4.3.1 Education

The projection of Ghana's foreign policy on digital media platforms should not be left for MFARI to shoulder despite it being the ministry with that mandate. Directors of MOTAC, GTA and ISD should organize workshops for their officers responsible for their various digital media platforms to help them know what the state's foreign policy objectives are. Also, the MDAs should regularly train their officers in charge of their institution's digital media platforms to help them be abreast with the various trends and developments of digital media platforms. The training would help the officers know how to creatively couch their messages or content for a specific platform.

4.3.2 Internet

It is also recommended that the government of Ghana in partnership with the National Information Technology Agency work towards finding a stable and reliable internet for the institutions to work with. MFARI, MOTAC, GTA and ISD could also seek sponsorship from the telecommunications networks in Ghana to provide them with internet for free to help lift the burden of government. MFARI, MOTAC, GTA and ISD could also channel some of the funds saved on their marketing and communication budget to purchase internet routers for their officers to be used solely for work on their institution's digital media platforms.

4.3.3. Collaboration among MDAs

Most importantly, MFARI, MOTAC, GTA and ISD should collaborate in amplifying programs and events on their digital media platforms. Just as GTA has taken the lead in that, all the other institutions can emulate this step. This could also help institutions that do not have a lot of followers or presence on digital media platforms. These institutions should also follow each other's digital media platform

to see what happens on other platforms and to learn from each other. This action could also be extended to digital media pages of other states to also learn from what they do.

4.3.4 In-House Digital Marketer

There is also the need for an in-house digital marketing expert at these institutions. MDAs could also reach out to tertiary institutions in Ghana to provide them with students in the field of digital marketing to serve as interns or national service personnel if the institution does not have enough funds to hire an in-house digital marketer. This initiative could be a temporary solution.

4.3.5 Sharing Links across Digital Media Platforms

Finally, MDAs should endeavour to share links from their websites to their various social media pages. Based on Alexia.com's research of the most visited websites in Ghana, none of the MDA's website was listed among the first fifty (50). It is, therefore, necessary to share links for articles and other relevant information from the websites to other digital media platforms of the institution, like Facebook, Twitter, and Instagram to direct traffic or visitors to the institution's website.

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Appendix



LEGON CENTRE FOR INTERNATIONAL AFFAIRS AND DIPLOMACY

INTERVIEW GUIDE

TOPIC: LEVERAGING DIGITAL MEDIA IN ADVANCING GHANA'S FOREIGN POLICY UNDER PRESIDENT AKUFFO-ADDO'S ADMINISTRATION.

NAME: Mena-Yaa Akoma Taylor

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The purpose of this is to obtain data on how digital media is being used in advancing Ghana's foreign policy under President Akuffo-Addo's administration. This is solely for academic purposes and as a requirement for the award for a Master's Degree in International Affairs. Data gathered through this interview will be treated with confidentiality and used solely for this study.

GUIDELINES FOR INTERVIEW

- Kindly introduce yourself and tell me about your work here.
- How effective is the use of digital media to you in your line of work?
- Which digital media platform does your institution use most and why?
- What kind of content do you publish on these platforms?
- Are you familiar with the foreign policy of President Akuffo-Addo's administration?
- How does the content help in advancing the foreign policy of the incumbent President?

- Does your institution coordinate with any of the MDAs in promoting any of these foreign policy?
- What are the challenges encountered by your institution in using digital media platforms?
- How do you suggest these challenges to be solved?
- What are the successes achieved by your institution in using digital media platforms?
- In your opinion, do you think digital media can be used in advancing Ghana's foreign policy?

