What is Digital Diplomacy?

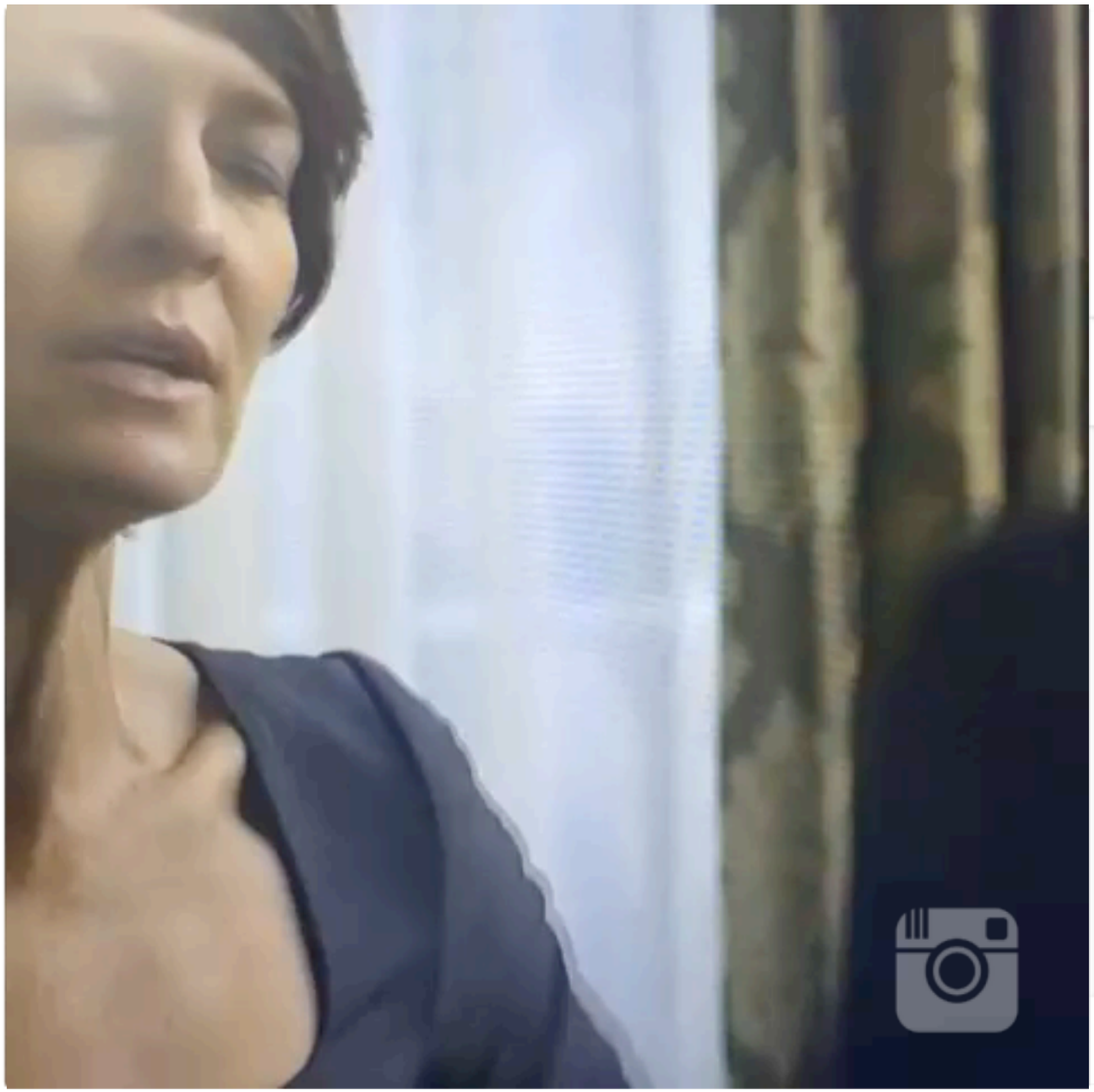
Andreas Sandre | @andreas212nyc

Diplomacy

Andreas Sandre | @andreas212nyc

“for sure something boring”

Andreas Sandre | @andreas212nyc



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2 months ago

This is diplomacy, sometimes it comes down to two men in a room... @houseofcards #houseofcards #houseofcardsseason3 #hoc #diplomacy #digitaldiplomacy #twiplomacy #ediplomacy #Washington #dc

sprabhu99, mogul28ter_nonolit, the_denim_duke and 10 others like this.

Leave a comment...

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Tradition

Innovation

Magic

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Why Digital Diplomacy?

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How can boring win over social media algorithms?

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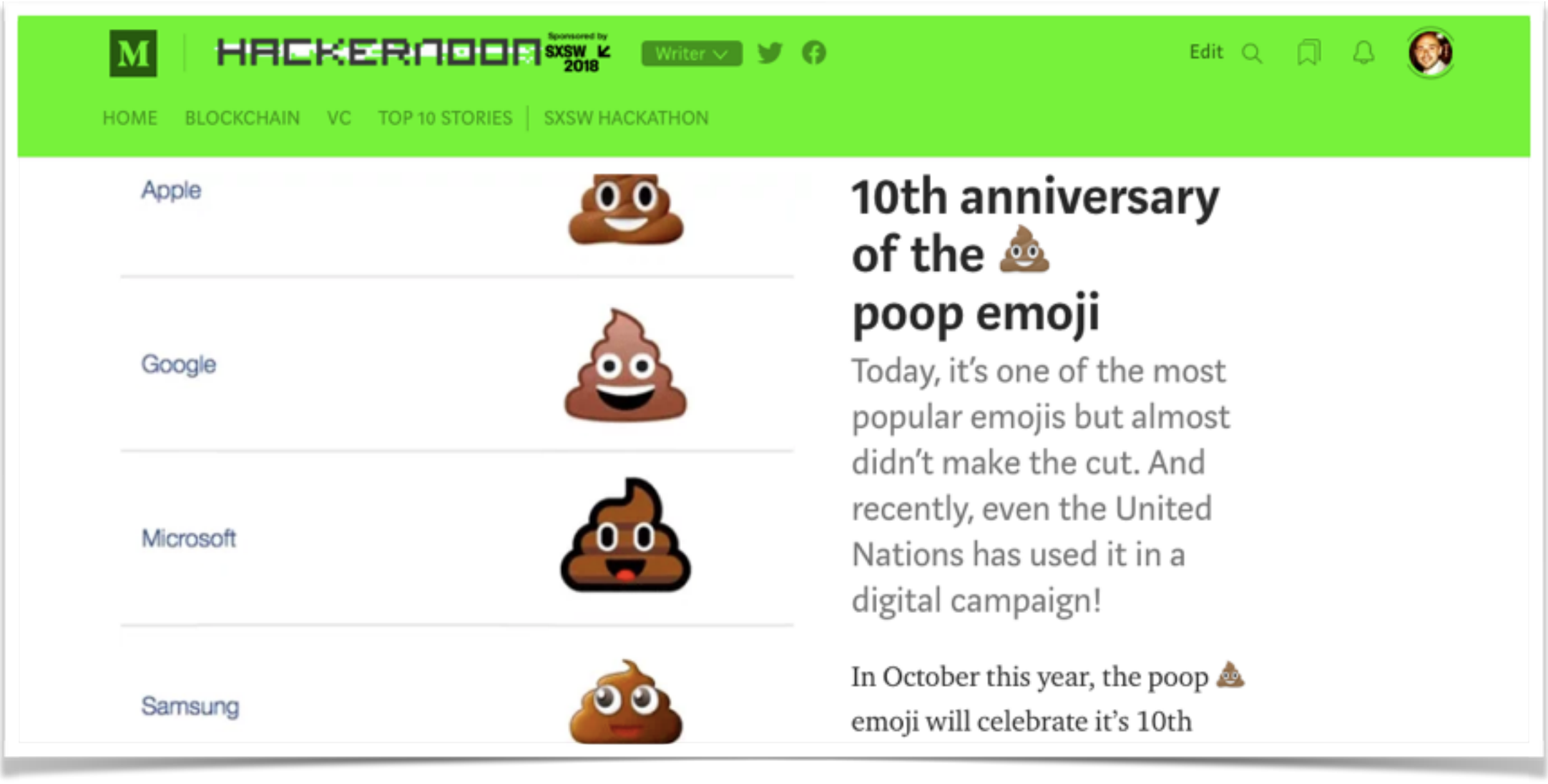

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S.T.E.M.

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How to make what’s unsexy sexy?

Trends and best practices from public and private sector

Tap into emotions, memories, and dreams

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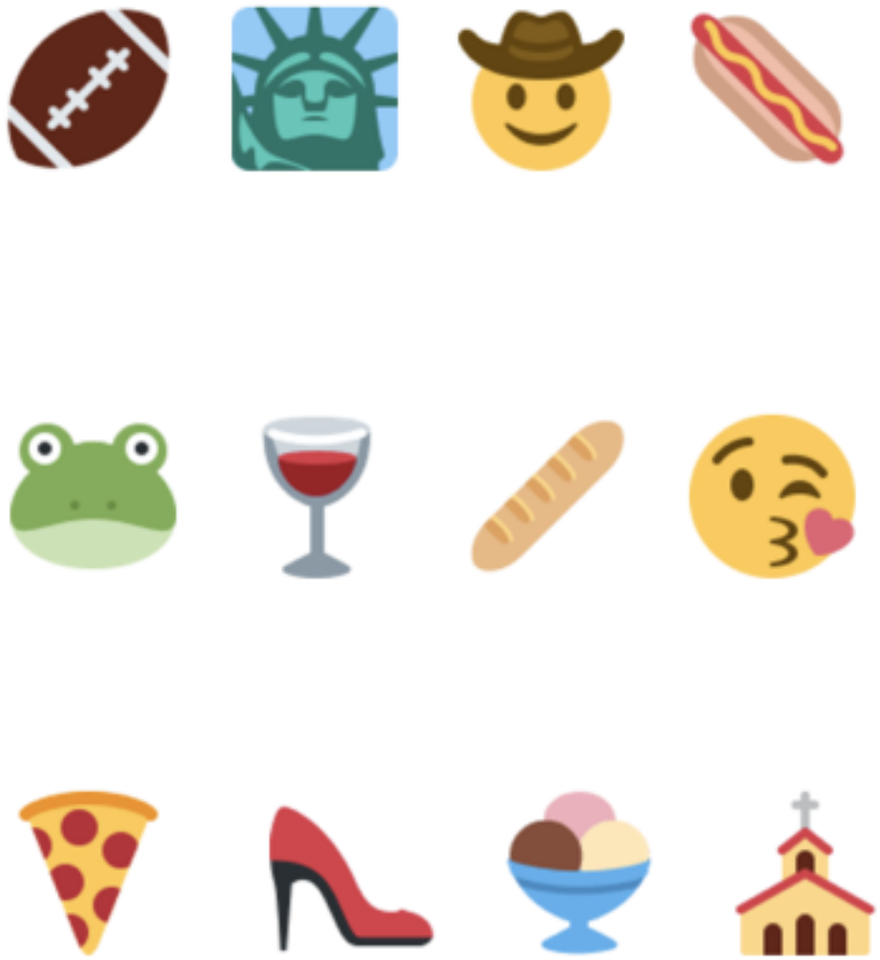

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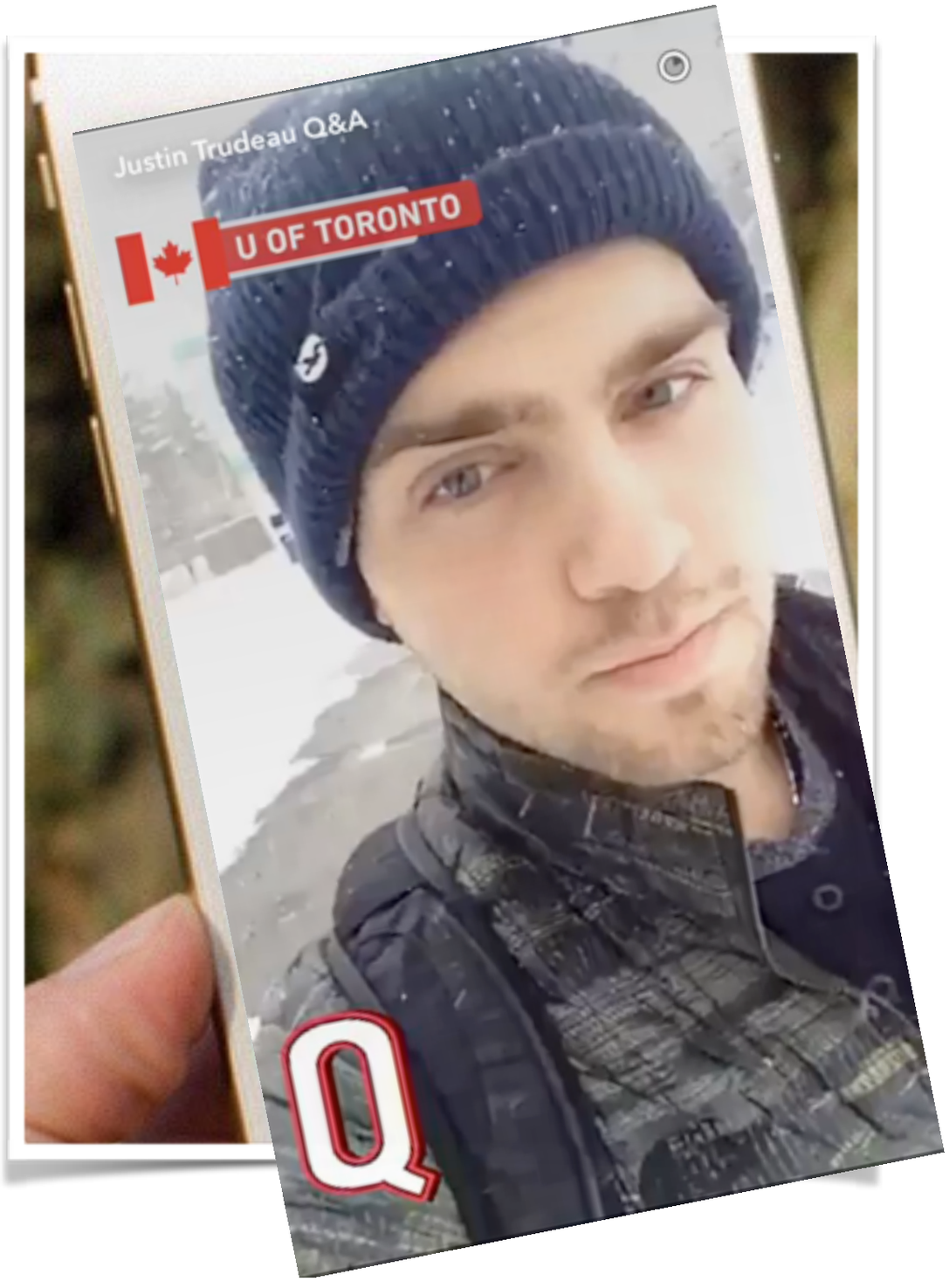

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2.8 seconds

2.7 seconds

Queeklee

Available on the App Store

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Italy in US
Published by Andreas Sandre [?] · December 16, 2016 ·

Do you know how to say "Merry Christmas and Happy New Year" in Italian? Grazie to our interns Benedetta Vitale Chiara Anna R. Tirrito James Giansante Tubero Di Pgz!

458,324 people reached **Boost Post**

19K Views

Italy in US with Kety Andguladze and 9 others.
Published by Andreas Sandre [?] · September 21, 2016 ·

Since 2014, more than 40 Italian students have interned here at the Embassy of Italy in Washington DC. We asked some of them to say hi for the debut of the new #ItaliaIn social media campaign promoted by the Ministero degli Affari Esteri e della Cooperazione Internazionale. A special thank you to Caterina Fuso Martina Riggio Kety Andguladze Marika Annunziata Roberta Capovilla Davide Vittori Andrea Giovanni Mundo Gianluca Rodriquez. Grazie!

10,016 people reached **Boost Post**

2.9K Views

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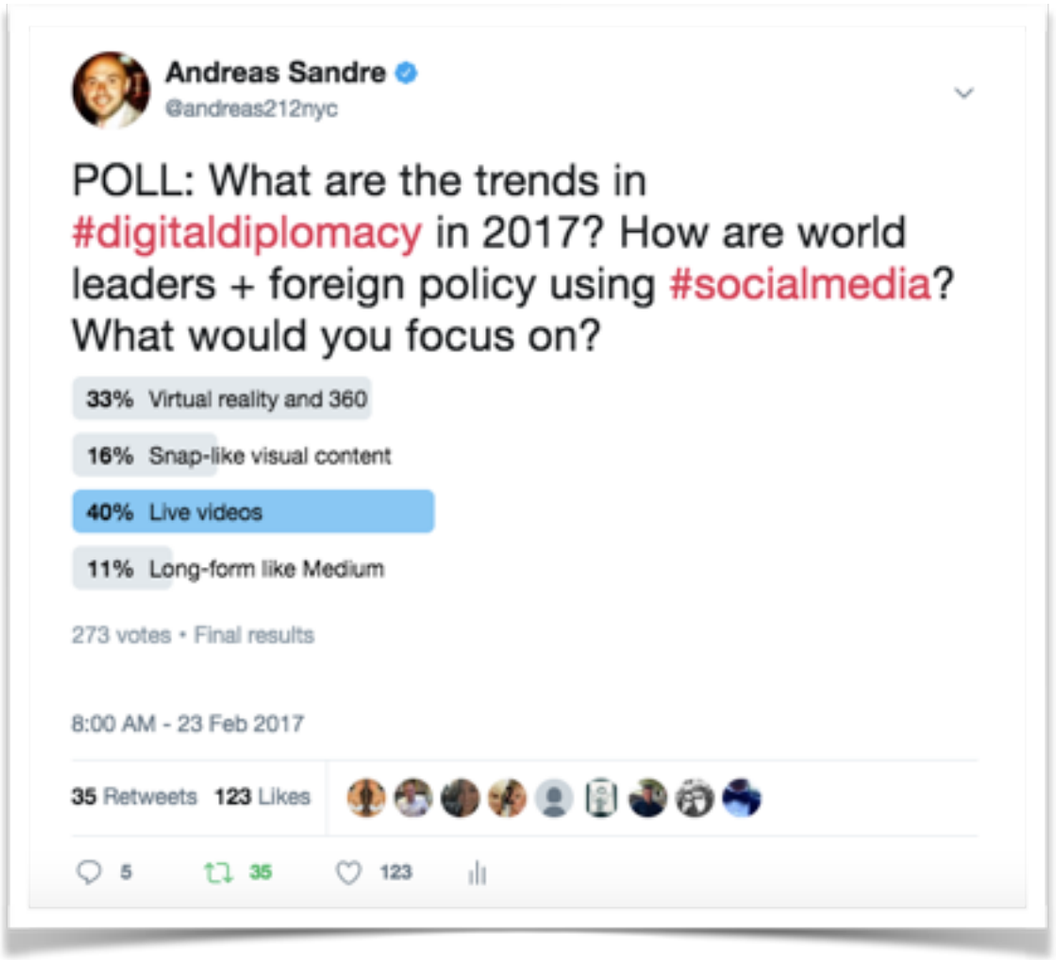

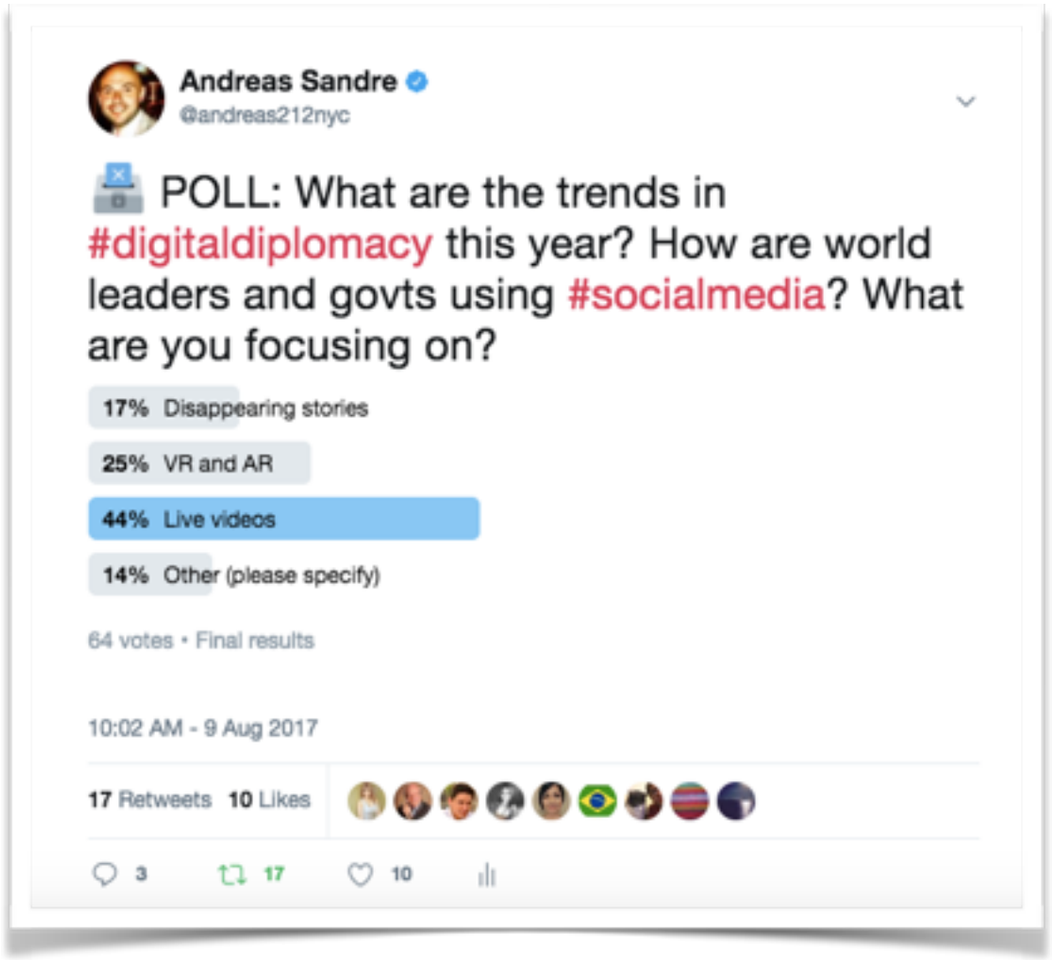

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Magic happens when organic performs better than sponsored

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Italy in US @ItalyinUS · Jun 4

Everybody knows **@Lamborghini**! Here is the beautiful Italian #tricolore reinterpreted in a very original way for our #FestadellaRepublica!

1 66 377

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Italy in US
@ItalyinUS
Following

For #WorldAnimalDay we love to teach you some 🇮🇹Italian words:
🐕Cane
🐈Gatto
🐄Mucca
🐇Coniglio
🐎Cavallo
🐓Gallina
🐟Pesce
🦅Aquila
🐢Tartaruga
🐿Scoiattolo
🐞Coccinella
🐑Pecora
🐘Elefante
🐒Scimmia
🐅Tigre
🐪Cammello
🦓Zebra
🦒Giraffa
🦋Farfalla
🐓Tacchino

#Italy

Translate Tweet

10:33 AM - 4 Oct 2018

61 Retweets 158 Likes

6 61 158

Italy in US
@ItalyinUS
Following

☕Happy #NationalCoffeeDay!

🇮🇹 Everybody knows that in #Italy we ❤ coffee, it's part of our heritage & traditions.

And coffee in Italy comes in multiple forms:
Espresso
Cappuccino
Lungo
Ristretto
Macchiato
Freddo
Corretto
Americano
Granita al caffè

What's your favorite?

1:26 PM - 28 Sep 2018

45 Retweets 134 Likes

Post Details

Italy in US is in Hollywood.
Published by Andreas Sandre [?] · February 2 ·

Viewing: English

A total of 14 Italian artists so far have been inducted in the Hollywood Chamber of Commerce's Hall of Fame with a star on the iconic Hollywood Boulevard in Los Angeles, California. Yesterday, Gina Lollobrigida was the latest legendary actress to be honored in LA. We're so proud of the Italian contribution to Hollywood and the movie industry!

Italian stars on the Hollywood Walk of Fame – Italy in US – Medium

Gina Lollobrigida is the latest Italian actress to receive a star in LA.

MEDIUM.COM

Performance for Your Post

67,066 People Reached

523 Reactions, Comments & Shares

388 Like	47 On Post	341 On Shares
20 Love	5 On Post	15 On Shares
4 Haha	0 On Post	4 On Shares
23 Wow	0 On Post	23 On Shares
26 Sad	0 On Post	26 On Shares
2 Angry	0 On Post	2 On Shares
38 Comments	0 On Post	38 On Shares
23 Shares	21 On Post	2 On Shares

1,561 Post Clicks

Andreas Sandre | @andreas212nyc

Post Details

Italy in US is at Italy in US.
Published by Andreas Sandre [?] · October 31, 2017 · Washington ·

Viewing: English

Have you already carved your pumpkin for Halloween?
Here's an idea inspired by Italy...
Happy Halloween!!!

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

Performance for Your Post

4,399 People Reached

197 Reactions, Comments & Shares

157 Like	104 On Post	53 On Shares
13 Love	7 On Post	6 On Shares
1 Haha	0 On Post	1 On Shares
4 Comments	1 On Post	3 On Shares
22 Shares	22 On Post	0 On Shares

152 Post Clicks

68 Photo Views	1 Link Clicks	83 Other Clicks

NEGATIVE FEEDBACK

5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

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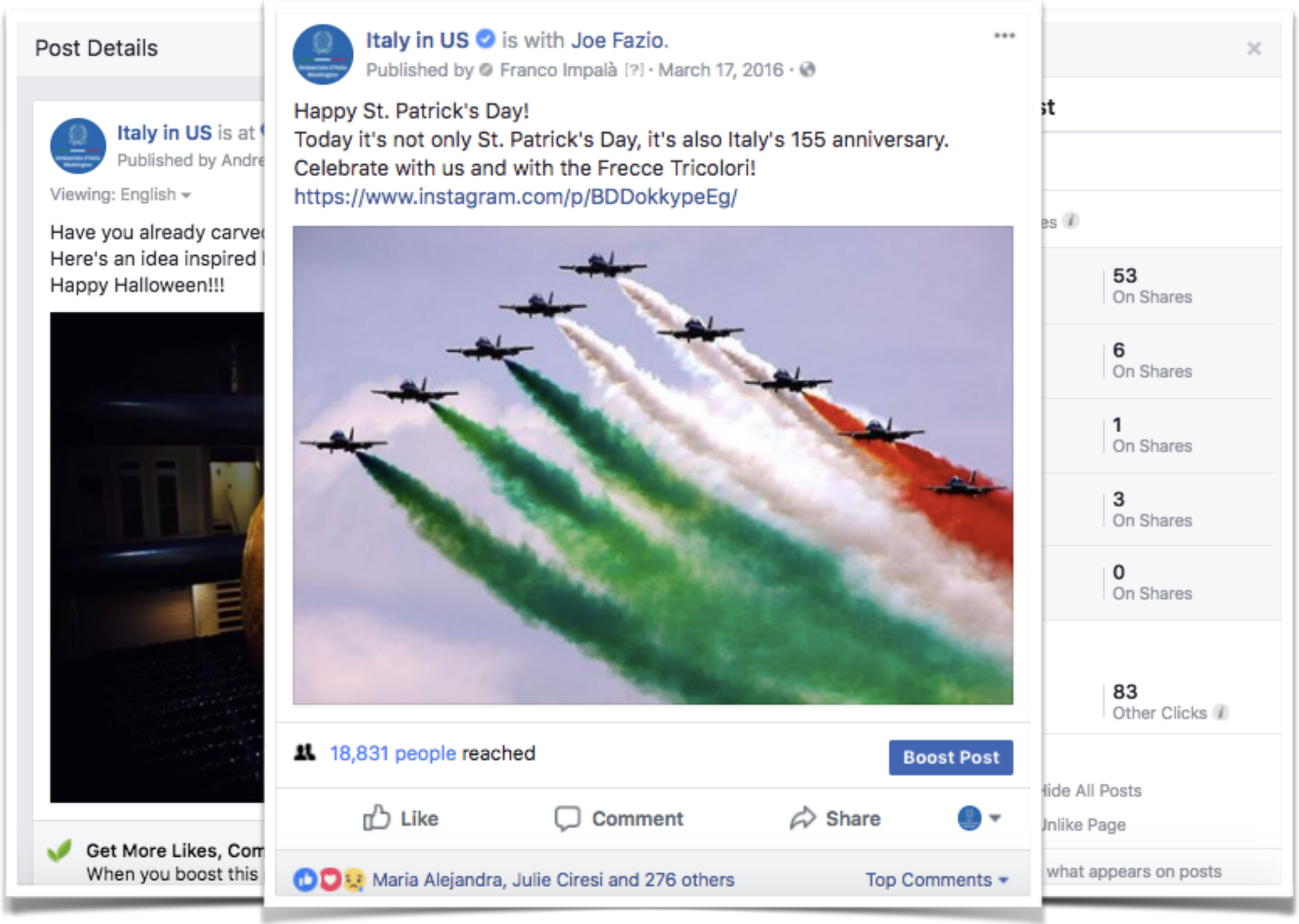

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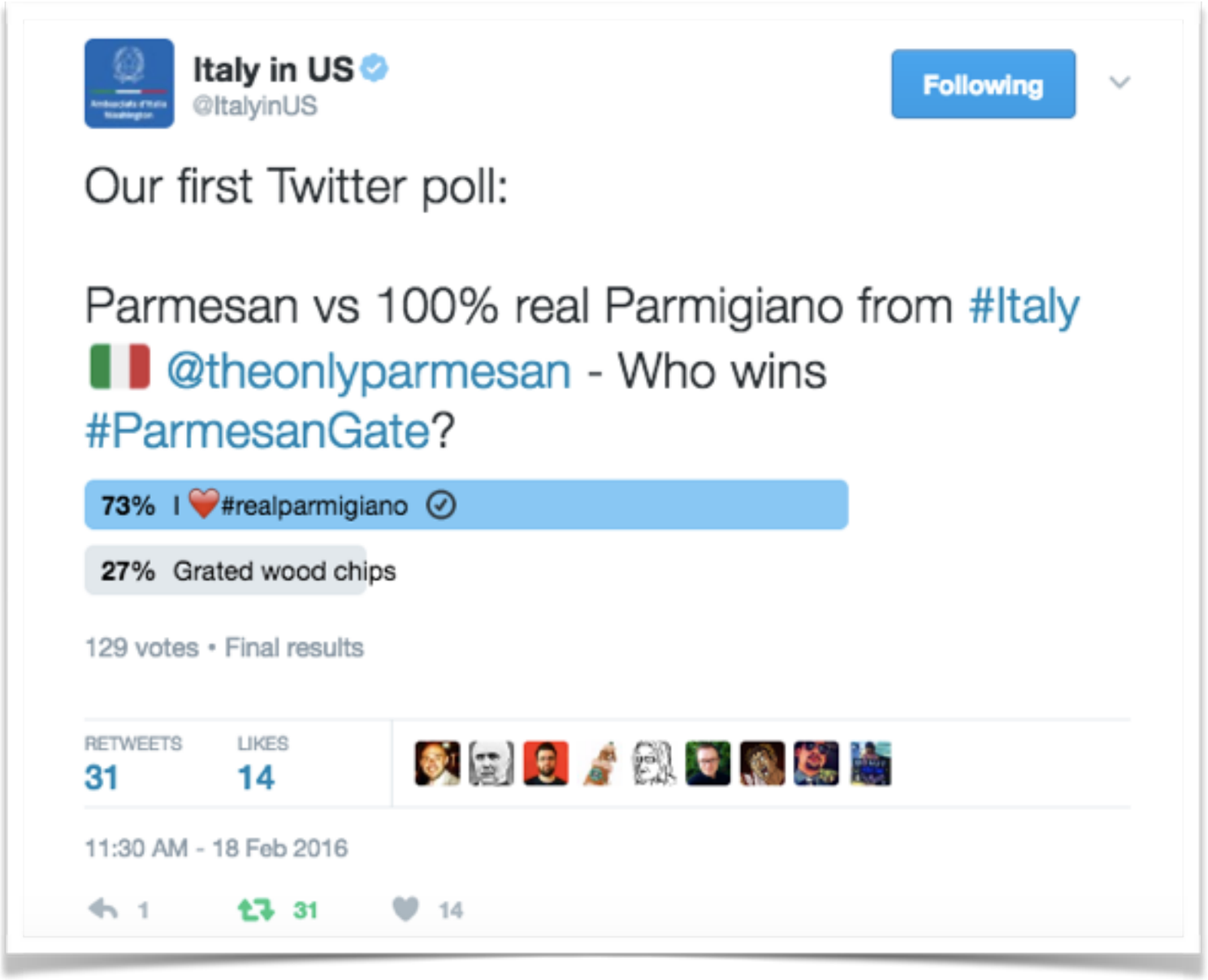

Andreas Sandre | @andreas212nyc

Gérard Araud
@GerardAraud

Following

I vote for #theonlyParmesan if you vote for #theonlycamembert! #Europeanquality

> **Italy in US** @ItalyinUS
> Our first Twitter poll:
>
> Parmesan vs 100% real Parmigiano from #Italy 🇮🇹 @theonlyparmesan - Who wins #ParmesanGate?

RETWEETS 6 LIKES 16

11:46 AM - 18 Feb 2016

3 6 16

#ItalyState

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Italy in US
@ItalyinUS

Following

🇮🇹🇺🇸 @POTUS and @FLOTUS with Prime Minister and Mrs Renzi at the @WhiteHouse for the State Dinner #ItalyState #BehindTheScenes

RETWEETS 761 LIKES 1,858

Italy in US
Published by Andreas Sandre [?] · October 19, 2016 ·

A behind the scene with Prime Minister Matteo Renzi last night before the state dinner hosted by President Barack Obama and First Lady Michelle Obama at the The White House.
#ItalyState #BehindTheScenes

434,636 Views

Andreas Sandre | @andreas212nyc

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Thank You!

Andreas Sandre | @andreas212nyc