

# Indian Diplomacy At Work

#digitaldiplomacy



MEA @Social Media

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## MEA@SocialMedia



The conventional wisdom had it, that diplomats were not meant to be seen or heard in public. They were expected to be seen a little and encouraged to work in anonymity except through structured engagements only. But the demands of ever changing technology has expanded the landscape we now work in. The requirements of communications have changed and evolved and so have we. In the Ministry of External Affairs, we have adapted and adopted to the new demands of technology and have evolved our communication and engagement strategy to assume a Unique Digital Identity. Today we have a strong presence all across various digital platforms :



**MEA' s Web portal:** The basic intent was to create a web portal for The Ministry of External Affairs (MEA) including all aspects of India' s

external relations including political, economic, consular, cultural and educational, at bilateral, regional and multilateral levels. The Ministry of External Affairs' main website ([www.mea.gov.in](http://www.mea.gov.in)) is one of the most widely-accessed Government of India websites and plays a very crucial role in the dissemination efforts of the Division. It is also one of the few Government websites which is fully compliant with the Guidelines for Indian Government Websites (GIGW), and is accessible to people with different abilities as well. The Website now has a Spanish and Arabic version reaching out to widespread international audience.



The MEAIndia Mobile App acts as a single window source of information to all citizen centric services and outreach activities of the Ministry of External Affairs connecting Indians travelling abroad, students & scholars of foreign policy, media & diplomats, Indian Diaspora and the general public with the Ministry directly through their hand held devices bypassing the traditional constraints of time and place in the dissemination of information and delivery of government services. *‘MEAIndia’ has been the first mobile App launched by any Government of India organisation.* MEAIndia app is now available with **push notification**, enhancing users' experience as they can keep track of all updates on Ministry's website. Push notification feature helps users get updates on various sections of the application even when application isn't in use via a popup badge on home screen.

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**INDIA PERSPECTIVES**  
Volume 22 | Issue 2 | March-April 2015

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## India Perspectives

A flagship publication of MEA which currently has a print run of 60,000 copies in 14 languages has its digital edition also available in 14 languages on all mobile platforms which can be accessed at – [www.indiaperspectives.in](http://www.indiaperspectives.in) and [www.indiaperspectives.in/magzter](http://www.indiaperspectives.in/magzter). This has substantially enhanced the reach of the magazine as these magazines can be read on the go by its readers. This feature is especially popular among youth.

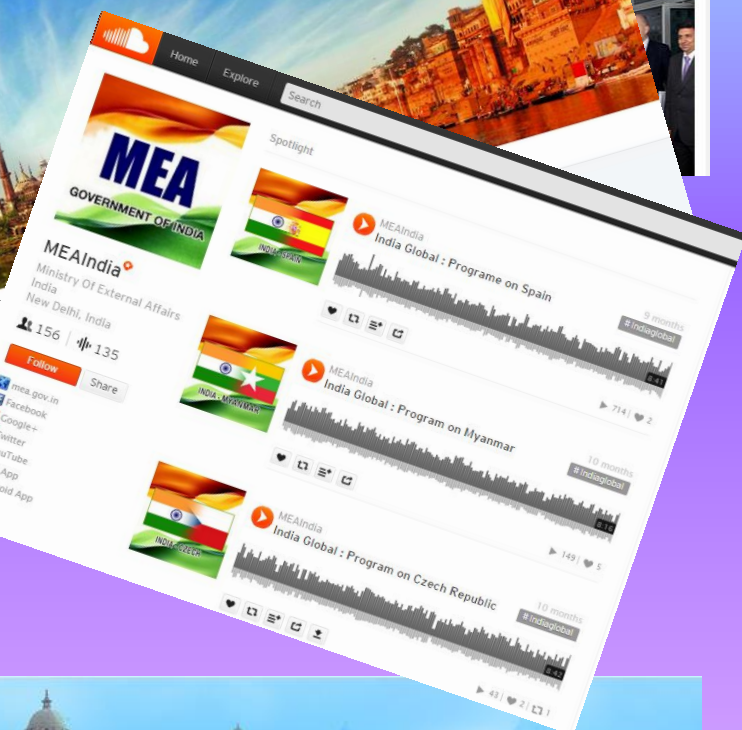
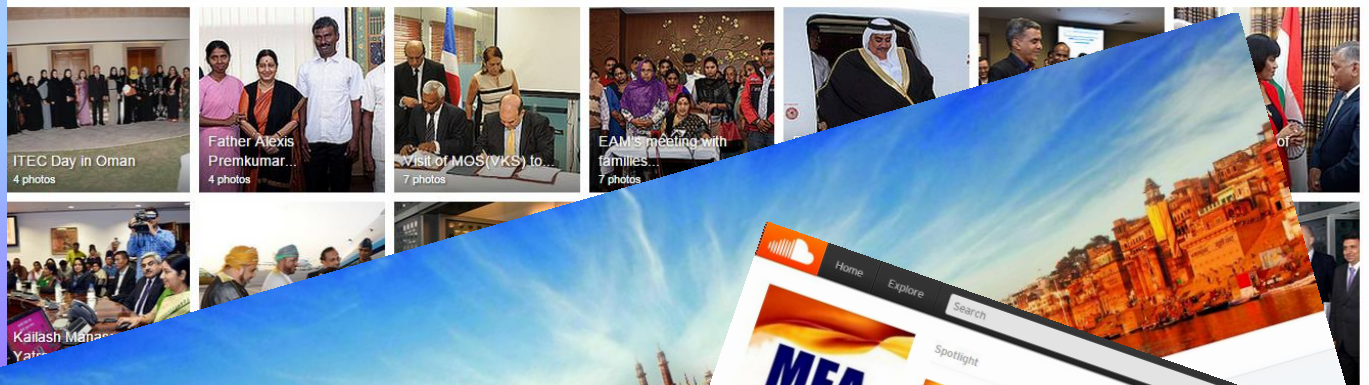
## Social Media Landscape

The Ministry has its accounts in all the major social media platforms. These accounts are regularly used to update followers on soft stories on India's Diplomacy, its foreign policy, diffusing Official statements, addressing public grievances and over all monitoring the developments which are of interest to the Ministry. These Social Media channels also help in measuring public sentiments towards the Ministry and the Government of India. With the Ministry's conscious encouragement for active use of social media, more than 90 Indian Missions/Posts today are active on Facebook and nearly 20 Missions/Posts regularly use twitter to engage local communities in their public diplomacy and outreach activities there by projecting India's soft power image.

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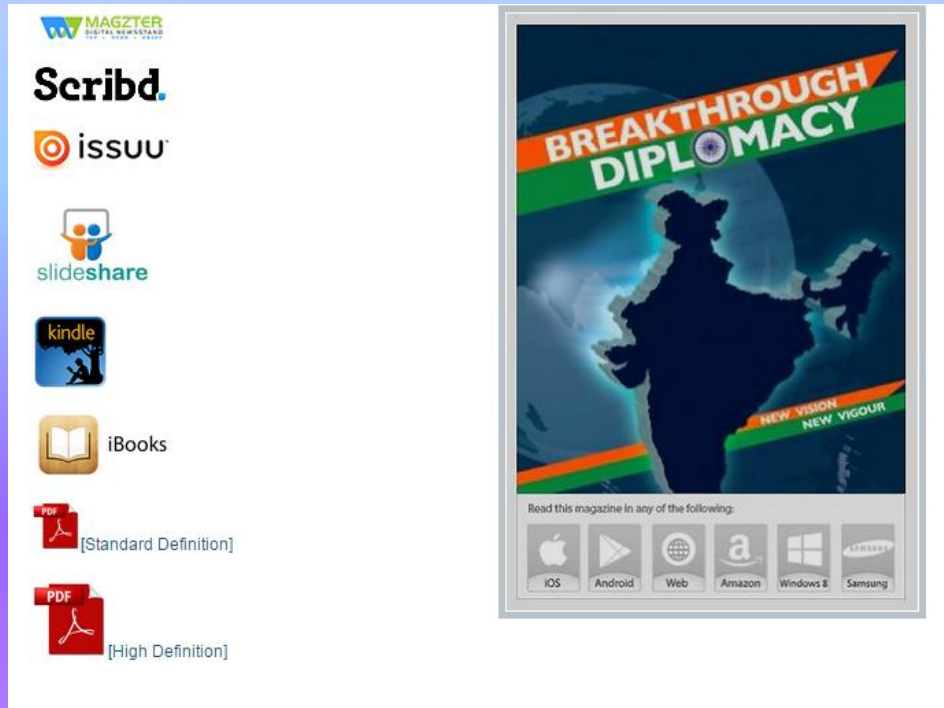
INDIA A PROFILE 5,853 views • 3 months ago

# SOCIAL MEDIA ACCOUNTS OF THE MINISTRY

YOUTUBE				
S.No	Channel	Subscribers	Views	Estimated minutes watched
1.	Ministry of External Affairs ( <a href="http://youtube.com/user/MEAIndia">http://youtube.com/user/MEAIndia</a> )	7133	0.64 Million	2.03 Million
2.	Indian Diplomacy ( <a href="http://youtube.com/user/IndianDiplomacy">http://youtube.com/user/IndianDiplomacy</a> )	18,453	5.06 Million	18.63 Million
FACEBOOK				
S.No.	Page	Likes		
1.	Ministry of External Affairs ( <a href="https://www.facebook.com/MEAINDIA">https://www.facebook.com/MEAINDIA</a> )	791,956		
2.	Indian Diplomacy ( <a href="https://www.facebook.com/IndianDiplomacy">https://www.facebook.com/IndianDiplomacy</a> )	284,027		
TWITTER				
S.No.	Account	Followers		
1.	India's Public Diplomacy	327 K		
2.	Official Spokesperson	258 K		
3.	Consular, Passport & Visa Issus	4099(recent)		
GOOGLE+				
S.No.	Account	Views		
1.	Ministry of External Affairs ( <a href="https://plus.google.com/u/0/+MEAIndia/posts">https://plus.google.com/u/0/+MEAIndia/posts</a> )	13.17 Million		
FLICKR				
S.No	Account	Photos	Albums	
1.	MEA Photo Gallery	11200 +	550 +	

## Soundcloud

At the MEA's Soundcloud channel, you will find the latest Press briefings by the Official Spokesperson uploaded as well as the podcast of India Global programmes.



**Interactive E-Book** :In December 2014Ministry published a multimedia interactive eBook -*Breakthrough Diplomacy : New Vision, New Vigour*, which summarized the achievements of the new government on Foreign Policy Front. The EBook is available on all mobile platforms here [www.myMEA.in/allbooks](http://www.myMEA.in/allbooks)

## Live Q & A Session on Facebook



What 45 minutes on Facebook translates into words & figures for @IndianDiplomacy. #digitaldiplomacy

4,655 Likes, Comments & Shares

2,644 Likes	2,342 On Post	302 On Shares
1,880 Comments	1,291 On Post	589 On Shares
131 Shares	108 On Post	23 On Shares

4,687 Post Clicks:

664 Photo Views	64 Link Clicks	3,959 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	5 Hide All Posts
0 Report as Spam	2 Unlike Page

*The first live Q & A Session which received about 1300 Questions and 1800 Likes*

As a part of Public Diplomacy initiative, 24 Feb 2015 saw the participation of the Official Spokesperson of MEA in a 45 minute - live Q & A Session on its Facebook Page on India' s external engagements. An effort which will Continue and expand.

Keep watching out for more.....

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## Links

<http://www.mea.gov.in/mea-mobile-app.htm>

<https://soundcloud.com/mea-podcast>

<https://www.youtube.com/user/MEAIndia>

<https://www.youtube.com/user/Indiandiplomacy>

<https://www.facebook.com/IndianDiplomacy>

<https://www.facebook.com/MEAINDIA>

<https://twitter.com/meaindia>

<https://twitter.com/IndianDiplomacy>

<http://mea.gov.in/mea-campaigns.htm>

<https://www.flickr.com/photos/meaindia>

<https://plus.google.com/+MEAIndia/posts>