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DALHOUSIE  
UNIVERSITY



## International Organizations and Digital Diplomacy: The EU, UN and NATO on Social Media



Workshop Program

April 24, 2019  
University Hall  
Dalhousie University

[#Digitaldiplomacy](#)  
[#DigitaldiplomacyIOs](#)

## WORKSHOP PROGRAM

# International Organizations and Digital Diplomacy: The EU, UN and NATO on Social Media

9:00 – 9:30

### Introduction

Social media, digital diplomacy and international organizations: a research agenda

*Ruben Zaiotti (Dalhousie University)*

9:30 – 10:45

### Panel 1 – Digital Diplomacy, Social Media and IOs: Theoretical Issues

*Chair: Nancy Groves (United Nations)*

Digital communications networks and the changing dynamics of transnational contention

*Michael Habegger (University of Delaware)*

Digital diplomacy in practice: implications for IOs

*Jérémie Cornut (Simon Fraser University)*

IOs going digital? Explaining social media adoption and use across cases

*Matthias Ecker-Ehrhardt (Leipzig University)*

10:45 – 11:00

### Coffee Break

11:00 – 12:15

### Panel 2 – IOs on Social Media: A Practitioner's View

*Chair: Peter Velasco (US State Department)*

Building the EU's identity on social media

*Carole Fromage-Duforêt (European Commission)*

The UN and its presence on social media

*Nancy Groves (United Nations)*

Social NATO

*Rebecca Obstler (NATO)*

12:15 – 13:00

### Lunch Break



13:00 – 14:15

### **Panel 3 – IOs, Social Media and Communication**

*Chair: Matthias Hofferberth (University of Texas)*

Social media, the European Union and the politics of communication

*Michal Krzyzanowski (University of Örebro and University of Liverpool)*

The United Nations in the digital age: defining the role of digital ICTs in UN processes

*Caroline Bouchard (Université du Québec à Montréal)*

Social media, international organizations and scientific communication

*Todd Newman (University of Wisconsin)*

14:15 – 14:30

### **Coffee Break**

14:30 – 15:30

### **Panel 4 – Power, Prestige and IOs' Digital Diplomacy**

*Chair: Ruben Zaiotti (Dalhousie University)*

Digital diplomacy and prestige in the UN

*Ilan Manor (Oxford University)*

Climate change negotiations on Twitter: analyzing the role of the UNFCCC Secretariat

*Alexandra Goritz (Berlin University)*

15:30 – 15:45

### **Coffee Break**

15:45 – 16:45

### **Panel 5 – IOs, Social Media and Legitimacy**

*Chair: Rebecca Obstler (NATO)*

Tweeting to save succeeding generations from the scourge of war? The UN, Twitter and communicative action

*Matthias Hofferberth (University of Texas)*

On the dark side of digital diplomacy: social media and disinformation

*Corneliu Bjola (Oxford University)*

16:45 – 17:00

### **Concluding Remarks**

International Organizations and digital diplomacy: project's next steps

*Ruben Zaiotti (Dalhousie University)*