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Twiplomacy: the meaning of social media to public diplomacy and foreign policy of Lithuania

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Abstract

Importance of public diplomacy for states foreign policy implementation and image formation continued to grow over past few decades. New communication technologies provided new means for more successful public diplomacy implementation. The aim of this article is to examine the role of twiplomacy in states foreign policy implementation. Twiplomacy is quite new phenomenon, but its significance is undeniable. A lot of states leaders, governmental institutions, diplomatic missions and diplomats have accounts in Twitter and use it for promoting foreign policy goals and developing positive image of state. Social networks are used to implement states' public diplomacy, because they provide opportunity to reach mainstream audiences, to develop dialogue amongst politicians and wider audiences and influence people opinion on important issues.

Introduction

Public diplomacy is a complex and many aspects covering phenomenon. It becomes inseparable part of states foreign policy, because through public diplomacy, states soft power is manifested, which significantly contributes in achieving foreign policy goals and shapes relations with other states without hard power measures, which dominated in international relations for long time. Owing to the complexity

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of this phenomenon and the lack of experience of application of public diplomacy means, Lithuania has currently developed only very few public diplomacy means. One of such means is the so called twiplomacy. In this case, social networks such as Twitter are used as public diplomacy tool, with the help of this network, states institutions, officials, individuals and organisations emit certain knowledge that contributes to shaping the image of state or explaining foreign policy decisions for foreign audiences.

Over the past few decades, public diplomacy became an important part of states' foreign policy. Globalisation and new technologies helped to increase public diplomacy potential and reach. Despite the fact that diplomatic relations amongst states always had a significant meaning, public diplomacy is focused not only on the development of traditional diplomatic relations, but it also influences other countries societies and, therefore, is significant for their governments. At this moment, a considerable number of political science researches addressing public diplomacy and its applications exists, but the majority of research is focused on public diplomacy in the foreign policies of great powers and there are just few studies revealing how small countries use public diplomacy including twiplomacy as its mean. Recently published twiplomacy research states that accounts of foreign minister of Lithuania Linas Linkevičius, Lithuanian Ministry of Foreign Affairs (MFA) and few other accounts of Lithuania diplomats, politicians and governmental institutions actively represent Lithuania and its positions about certain foreign policy issues in Twitter.[1]

Social networks as quite a new phenomenon are providing valuable data/information for scientific studies, but it mainly remains in the remit of communication studies. However, the research of social networks carried out by political scientists is moribund. Social networks create opportunity to share information anywhere in the world. Therefore, it is not surprising that various organisations and states use these networks as facilitators of public diplomacy implementation. Despite the fact that twiplomacy becomes increasingly popular, there are just a few scientific studies focusing on the application of twiplomacy and opportunities it provided.

The article 'Twiplomacy – new form of contemporary public diplomacy?' by Marius Gurskas, a doctoral student at the Vytautas Magnus University (VMU), is one of the newest attempts to examine twiplomacy phenomenon and its meaning. The main attention in this article is given for the connection amongst twiplomacy and public diplomacy. It is analysed how Internet and social media affected domains of public diplomacy and foreign policy. This article gives valuable insights on the application of twiplomacy as a new form of public diplomacy. It also stresses that foreign policy practitioners should adapt

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[1] Lithuania, Twiplomacy.com, http://twiplomacy.com/info/europe/lithuania/.

themselves to changing information – communication environment – and should conduct their communication activities in accordance with the new information and communication tools of public diplomacy.[2] However, the above-mentioned article examines only basic relations amongst twiplomacy and public diplomacy and does not examine how twiplomacy is applied in Lithuanian foreign policy process. The study of twiplomacy will broaden the understanding about social networks meaning and their application in foreign policy process; it also expands foreign policy analysis and further enhances the understanding of the concept of public diplomacy.

Until now, the majority of research designated to Lithuania's public diplomacy studies addressed the implementation of public diplomacy means for state branding and they paid less attention to how it is used in foreign policy implementation process. , The article 'Contemporary state image forming using public diplomacy and developing nation brand: the case of Lithuania' by professors and master students of the Kaunas University of Technology could be mentioned as one of the examples. In this article, public diplomacy is referred to be 'a strategic tool for shaping the image of state'.[3] A master thesis 'Public Diplomacy in Constructing the Image of Lithuania: the Case of Peacekeeping Operations'[4] by Lina Žukauskaitė, a student at VMU, is also examining public diplomacy through state image development process, without going to public diplomacy and foreign policy connection.

For public diplomacy means such as twiplomacy, even less attention is given . In Lithuania, there are only few studies on this subject. One of them is the above-mentioned article of Marius Gurskas. Master thesis 'Public diplomacy 3.0: The Case of Embassies of the Republic of Lithuania' by Laimis Binderis, a student of VMU,[5] is an another study explores how diplomatic missions of Lithuania applies latest public diplomacy means such as digital diplomacy. Whilst there are just few studies on this topic, therefore, it is necessary to examine how Lithuania is using such public diplomacy means to foreign policy implementation.

The aim of this article is to examine the role of twiplomacy in the implementation of foreign policy of Lithuania.

To reach the above-mentioned aim, three goals were developed. First, to define concepts of public diplomacy and twiplomacy meanings and determine the relation amongst them. The article also takes into

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[2] M. Gurskas, 'Tviplomatija – nauja šiuolaikinės viešosios diplomatijos forma?', (Twiplomacy – new form of contemporary public diplomacy?), *Politikos mokslų almanachas*, t. 19, 2016.
[3] M. Puidokas, J. Kiznytė, 'Contemporary state image forming using public diplomacy and developing nation brand: the case of Lithuania', *Viešoji politika ir administravimas*, T. 13, No. 1, Kaunas, 2014, 63.
[4] L. Ţukauskaitė, 'Public Diplomacy in Constructing the Image of Lithuania: the Case of Peacekeeping Operations', Master thesis, Kaunas, 2010.
[5] L. Binderis, 'Public diplomacy 3.0: The Case of Embassies of the Republic of Lithuania', Master thesis, Kaunas, 2014.

account the role of twiplomacy in the process of foreign policy development and implementation, as well as it attempts to explain how twiplomacy studies can feed into foreign policy analysis. Second, on the basis of quantitative and qualitative tweets content analysis, the article aims to distinguish and analyse the main objectives of twiplomacy of Lithuania over past two years. The article defines the major characteristics of Lithuanian twiplomacy since 2014. Lastly, the article addresses the role of twiplomacy in the implementation of foreign policy of Lithuania.

With a view to performing a comprehensive and academic research, the methods of analyses of scientific literature and sources has been used. It is designed to analyse the relevant literature and sources and on the basis of them to define meanings of public diplomacy and twiplomacy concepts and to determine their relation. In addition, quantitative and qualitative content analysis of selected Twitter accounts tweets had been performed. Tweets of Lithuanian authorities, the highest state officials, diplomatic missions and diplomats were analysed. The aim of this analysis is to single out major topics of Lithuanian official (foreign-policy-related) tweets and to evaluate the intentions behind. Ultimately, semi-structured interviews with the persons responsible for the implementation of public diplomacy of Lithuania had been carried out, with the aim to validate the data obtained during tweets analysis and the conclusions that flow from this analysis.

Social networks as public diplomacy means

The concept of public diplomacy was used first time in second half of 20th century. However, different analysts provide different interpretations of this concept and when this concept was used. According to Edmund Gullion, who opened the Center on Public Diplomacy in the United States in 1965, public diplomacy is related with the influence for public opinion, when foreign policy is developed and implemented.[6] Bruce Gregory singles out that 1980s could be taken as the beginning of public diplomacy development as an academic field. According to him, the concept of public diplomacy was started to use by the US specialists and included US government international information collection, cultural relations and international broadcasting activities.[7]

Other authors provide a number of public diplomacy definitions that contains similar elements. Public diplomacy can be described as government communication with foreign audiences[8] or as direct

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[6] E. Ordeix-Rigo, J. Duarte, 'From public diplomacy to corporate diplomacy: increasing corporation's legitimacy and influence', *American Behavioral Scientist*, 2009, 550.

[7] B. Gregory, 'Public diplomacy: sunrise of an academic field', *The Annals of the American Academy of Political and Social Science*, 2008, 275.

[8] H. Tuch, 'Communicating with the world: U.S. public diplomacy overseas', New York: St. Martin's, 1990, 3.

communication with foreign nations in order to affect their thinking and, eventually, their government decisions.[9] It is worth noting that all public diplomacy definitions have significant similarities. First, all definitions talks about influence, which is made by one state to another state's society. On the basis of this statement, we can highlight that public diplomacy is a tool of influence and 'soft power' designed to impact foreign audiences, and eventually, foreign governmental institutions and their decisions.

Public diplomacy and soft power

Above-mentioned statement was developed by Joseph S. Nye, who linked public diplomacy with soft power. According to him, soft power is based on the ability to shape the preferences of others. He underscores that soft power is the ability to attract by paying attention to a certain country's cultural resources through international broadcasting, subsidising cultural export, organising exchange programmes and so on.[10] It is important to mention that soft power success depends on attractiveness of state's culture, values, ideas, ideology, political preferences and so on to other states societies.

J. S. Nye definition of public diplomacy is used in this article in order to understand the relation between public diplomacy and soft power. According to this definition, states use public diplomacy as soft power tool in pursuing the influence on foreign audiences. Whilst this definition will be used in this article, it is important to carefully examine the links between public diplomacy and soft power. According to J. S. Nye, state's soft power is based on three pillars: culture, political values and foreign policy. Public diplomacy is developed based on these pillars. It has to convey state's culture as appealing to others, political values have to be the same in domestic and foreign policy levels and foreign policy has to be legal and have a moral authority.[11] If all these conditions are satisfied, state has opportunity to successfully use public diplomacy. It is important to mention that public diplomacy is designed for long-term, not for short-term, effect. It means that public diplomacy is dedicated to create lasting relations with other states societies and governmental institutions and create favourable environment for government policy. J. S. Nye distinguishes three dimensions of public diplomacy:

'The first dimension is daily communications, which involves explaining the context of domestic and foreign policy decisions. The second dimension is strategic communication, in which the set of simple themes is developed, much like that occurs in a political or advertising campaign. Ultimately third

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[9] G. Malone, 'Managing public diplomacy', *Washington Quarterly* 8 (3), 1985, 199.

[10] J. S. Nye, 'Public diplomacy and soft power', *The Annals of the American Academy of Political and Social Science*, 2008, 95.

[11] C. Hayden, '*The rhetoric of soft power*', (Lexington books, United Kingdom), 2012, 96.

dimension is the development of lasting relations with key individuals over many years through scholarships, exchanges, training, seminars, conferences and access to media channels.'[12]

All three dimensions are important for successful public diplomacy implementation. New technologies created opportunity for states to use different and more effective tools for public diplomacy implementation. In this article, exclusive attention is given for new public diplomacy means such as twiplomacy.

Twiplomacy – new mean of public diplomacy

Apparently, Twitter is widely used by state leaders, governments, foreign ministries and diplomats for public diplomacy implementation. It was quickly noticed that Twitter is useful for transmitting short messages and receive feedback from other users. It has to be mentioned that Twitter is not the only one social network which is used by governments and diplomats for public diplomacy implementation, but it is most commonly used for this purpose. Twitter is widely used by diplomatic missions. At the moment, more than 4,100 diplomatic missions and diplomats use Twitter and 172 states leaders have personal accounts.[13] In governmental institutions, especially in foreign ministries work people who are responsible for Twitter accounts, and this fact shows that Twitter is important for governmental institutions.

All above-mentioned facts suggest that twiplomacy is becoming increasingly important on a global scale. This sort of twiplomacy popularity can be explained by individual intention to be personally involved and participate in politics. People don't want to be passive observers anymore, but they want to be involved in political process. Twitter and other social networks provide this opportunity because people can express their opinions, share relevant information or participate in discussions. Furthermore, social networks help to contact and connect public with leaders, governments and diplomats, who previously seemed unreachable. Thus it promotes higher levels of transparency and public availability/accessibility as well as it develops higher level of trust in governmental institutions and states leaders and creates greater sense of community.

Generally speaking, goals of various messages are to develop and promote a certain country image, to express foreign policy priorities and to communicate with foreign audiences. Thus communication is supported not only with home country society but also with foreign societies.[14] Therefore, Twitter creates

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[12] J. S. Nye, '*Soft power*', (Public Affairs), New York, 2004, 107–110.

[13] M. Lufkens, 'Twiplomacy study 2015', Twiplomacy, 2015, http://twiplomacy.com/blog/twiplomacystudy-2015/.

[14] P. Seib, 'Twiplomacy: worth praising, but with caution', *Canadian International Council*, 2012,
http://opencanada.org/features/the-think-tank/comments/twiplomacy-worth-praising-but-with-caution/.

new opportunities for states leaders and governments by creating dialogue amongst them and other Twitter users by enabling to influence their opinion vis-à-vis their country.

Twitter gains increasing popularity as public diplomacy mean. Its popularity amongst states leaders, governments and other institutions can be explained not only by facilitation of the dialogue between politicians and wider audience people but also by the fact that this public diplomacy mean helps to introduce foreign policy goals and to develop certain image of state. World leaders, governmental institutions and diplomatic missions have opportunity to reach wide audiences quickly and effectively by sharing information, which draws public attention.[15]

Twitter can also be used as a tool in shaping public opinion in order to get support from other users of Twitter and thus based and strengthen certain positions. Therefore, it can be said that Twitter can be used to create contacts and develop dialogue with foreign audiences, as well as introduce state's foreign policy goals and priorities, shape and direct Twitter users' opinion about certain issues.

Taking into account the above-mentioned dimensions of public diplomacy, twiplomacy can be attributed to the first two dimensions: daily communication and strategic communication. Daily communication is related with reaction to certain events in such way that reaction coincides with pursued strategic goals.[16] Meanwhile, strategic communication goal is to reach out to domestic and foreign audiences' opinion change. Strategic communication can be described as 'systematic approach to delivering foreign policy or public diplomacy objectives by generating more effective understanding of audiences and more effective methods of connecting with them to develop solutions that shift attitudes and change behaviours'.[17] Twiplomacy is used as one of the channels for daily communications and strategic communication.

Social networks also create a number of advantages in the implementation of public diplomacy process. One of the advantages was mentioned above – social networks help to create dialogue amongst state officials and foreign audiences. It also helps to receive feedback that may serve as a mean to get information about other users' opinion about some policy that country implements and what causes determine that certain policies are successful or unsuccessful. Feedback also helps to develop higher sense of community, which reduces the gap between state authorities and wider audiences.

Another advantage is that twiplomacy helps to determine whether a particular state or leader's action is effective and what response these actions attract from foreign audiences. It also makes it easier to overtake traditional sources of information dissemination, such as mass media, and reach target audiences

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[15] R. F. Bastianelo, 'Towards a new era of public diplomacy: Twiplomacy', *Diplomatic Courier*, 2014.
http://www.diplomaticcourier.com/news/topics/diplomacy/2047-towards-a-new-era-of-public-diplomacy-twiplomacy.
[16] M. Leonard, C. Stead, C. Smewing, '*Public diplomacy*', (The Foreign Policy Center), 2002, 10.
[17]'*Engagement. Public diplomacy in a Globalised world*', (Foreign and Commonwealth Office), 2008, 108.

faster. Social networks create opportunity to collect information about certain events in foreign countries, because messages in social networks appear faster than the news in the media.[18] Finally, it is worth noting that social networks help to increase transparency and accountability, as the information is available from more than one source.[19] All above-mentioned facts led to the conclusion that twiplomacy creates a significant added value for public diplomacy implementers.

However, twiplomacy has certain disadvantages too. First, world leaders and governments not always adequately assess the importance of Twitter and their reactions are not necessarily advantageous for state foreign policy implementation or positive state image. They see social networks as another tool to share information, news, slogans and sometimes even propaganda. Majority of them do not use Twitter as a measure to contact or communicate with other users. They don't give enough attention for their followers, don't care what people say and think about them, don't respond to other users' messages or tweets and don't make any efforts to learn how to use Twitter properly.[20] Moreover, what kind of information is published is important. Sometimes diplomats and leaders share information that has little importance for public diplomacy implementation.[21] In summary, diplomats, leaders and governments have to learn how to effectively use twiplomacy that it would become more effective and significantly contribute in reaching foreign policy goals and implementing public diplomacy.

It is worth noting that social networks created certain challenges for foreign policy makers and implementers. It was mentioned that new communication technologies created opportunity to react to international events faster, but this can also be a disadvantage too. Foreign policy makers get large amounts of information in less amount of time, and they have to make foreign policy decisions much faster than before. Another challenge is potential for rapid and sometimes nation-brand-damaging events. This could be supported by the fact that journalists in many countries now use social networks as a source for breaking news and as a means for gauging public reaction to events. Because of that, events that might have gone unnoticed in the past now have the potential to explode internationally causing serious consequences.[22]

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[18] I. Manor, 'Exclusive interview with the director of Israel's Digital diplomacy unit', *Exploring Digital Diplomacy*, 2014, http://digdipblog.com/2014/03/30/exclusive-interview-with-the-director-of-israels-digital-diplomacyunit/.

[19] 'Presentation: 2013 forum on public diplomacy', 2013, https://kelseysuemnicht.wordpress.com/2013/06/05/presentation-2013-forum-on-public-diplomacy-2.

[20] G. Duncan, 'Twiplomacy highlights a culture of followers, not engagement', *Digital Trends*, 2012, http://www.digitaltrends.com/mobile/twiplomacy/.

[21] P. Seib, 'Twiplomacy: worth praising, but with caution', *Canadian International Council*, 2012. http://opencanada.org/features/the-think-tank/comments/twiplomacy-worth-praising-but-with-caution/

[22] F. Hanson, 'Twiplomacy: theoretical challenges, practical realities', OpenCanada, 2012, https://www.opencanada.org/features/twiplomacy-theoretical-challenges-practical-realities/

Growing use of social networks encouraged public diplomacy implementers to follow newest trends and use social networks as a public diplomacy mean. The use of Twitter gives opportunity for countries to communicate faster, more efficiently and cheaper with foreign audiences. But, at the same time, it changes the principles of diplomacy and adds the aspect of unpredictability, because certain messages can result in unexpected reaction. Also requirements of better coordination amongst national institutions and leaders arise in order to have a consistent, non-contradicting messaging that would help to have unified communication.

Goals of Lithuania twiplomacy

Public diplomacy of Lithuania is focusedon certain fields and actively uses only certain public diplomacy means. According to Polish political scientist Beata Ociepka, countries, such as Lithuania, that don't have hard power recourses and have limited soft power recourses prefer niche diplomacy, whose purpose is to concentrate public diplomacy actions into one or few main areas. [23] In order to understand and examine Lithuania twiplomacy goals, the research was accomplished. During the research, it was noted that Lithuania politicians, political institutions and diplomats actively use Twitter as a means to support the implementation of foreign policy goals and improve state's image. They make use of it whilst explaining foreign policy decisions to targeted foreign audiences, and at the same time, they implement strategic communication directed towards all users of Twitter. It perfectly reflects public diplomacy dimensions distinguished by J.S. Nye, especially first and second dimensions. It means that Twitter is used to implement daily communication and, at the same time, to carry out strategic communication.

Twiplomacy was chosen to examine in this article, because according to the website twiplomacy.com, leaders and institutions of Lithuania actively use Twitter from 2013 on. Lithuania MFA is amongst the five best connected world leaders. In 2016, Lithuania tweets are amongst the most popular tweets amongst other users of Twitter. Linas Linkevičius, foreign minister of Lithuania, is the most active Lithuanian politician in Twitter; he actively tweets about issues related to Lithuanian foreign policy or important international events.[24] Other politicians, institutions and diplomats of Lithuania also actively use Twitter with the aim to enhance public diplomacy of Lithuania and exploit social networks potential for the implementation of foreign policy goals and state branding purposes. Therefore, twiplomacy

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[23] Edited by M. Cross, J. Melissen, '*European Public diplomacy, Soft power at work*', (Palgrave Macmillan, New York), 2013, 42.
[24] Lithuania, Twiplomacy, 2015, http://twiplomacy.com/info/europe/lithuania/

research was chosen to examine the connection between foreign policy of Lithuania and twiplomacy and how it's used for implementation of public diplomacy of Lithuania.

In order to perform representative analysis, 13 most active Twitter accounts of Lithuania leaders, institutions, diplomats and diplomatic missions were chosen. Tweets analysis includes 2014–2016 timeframe. The comprehensive table of accounts analysed is provided in Table 1. Accounts analysed are classified into four categories: accounts of political institutions, personal accounts of leaders, accounts of diplomatic missions and accounts of ambassadors to diplomatic missions.

Table 1. The list of accounts analysed during research.

Accounts directly administered by Lithuania MFA	Accounts of highest political leaders of Lithuania	Accounts of diplomatic missions	Accounts of Lithuania diplomats
Account of Lithuania MFA – *@Lithuania MFA*	Account of Lithuania President Dalia Grybauskaitė – *@Grybauskaite_LT*	Account of permanent mission of Lithuania to UN – *@LithuaniaUNNY*	Account of Raimonda Murmokaitė – *@PRLTUN*
Account of Lithuania foreign minister Linas Linkevičius – *@LinkeviciusL*	Account of Prime Minister Algirdas Butkevičius – *@AButkevicius*	Account of permanent mission of Lithuania to NATO – *@LitdelNATO*	Account of Vytautas Leškevičiaus – *@Leskevicius*
Account of Lithuania MFA Strategic communication department – *@LT_MFA_Stratcom*		Account of permanent mission of Lithuania to the European Union – *@EU2013LTpress*	Account of Eitvydas Bajarūnas – *@EitvydasB*
		Account of diplomatic mission of Lithuania to Ukraine – *@LTembassyUA*.	Account of Žygimantas Pavilionis – *@ZygisPavilionis*

Created by author Aušra Dumčiuvienė.

In order to understand the connection between foreign policy of Lithuania and twiplomacy, the quantitative and qualitative analyses of chosen Twitter accounts have been performed. During this analysis, 10 topics related to the main foreign policy of Lithuania goals and priorities were singled out and assessed by taking into account the national strategic priorities of the Republic of Lithuania in the period 2014–2016. To distinguish these topics, most important foreign and defence policy strategic planning documents were used: programme of the government of Lithuania, MFA action priorities, Lithuanian political parties agreement about Lithuanian foreign, defence and security policy in years 2014–2020 and other important foreign policy planning documents. In Table 2, information about distinguished topics and indicative words is provided.

Table 2. Topics and indicative words.

Topics	Indicative words
Ukraine	Ukraine, UA, UnitedforUkraine, FreeSavcenko, CrimeaIsUkraine, Donbass
Russia	Russia, RU, Crimea, Kremlin, Putin, Putinism, Minsk agreements, Boris Nemtsov
United Nations (UN)	UN, UNSC, UNGA
Eastern Partnership (EaP)	EAP, Georgia, Belarus, Moldova, Azerbaijan
Military and information security	Security, propaganda, hybrid threats, hybrid war, safety, stability, defence, information security
Energy security	Energy security, energy union, Independence, LitPol Link, NordBalt
European Union (EU)	EU, EU Commission, EP, refugees, EUCO
NATO	NATO, AlliedStrong, Allies, NATOready
Bilateral relations/ multilateral cooperation	Partnership, bilateral relations, cooperation, relations, links, ties
Economy	Economy, investments, GDP, trade, innovation

Created by author Aušra Dumčiuvienė.

According to these topics, tweets were counted in order to determine which topics dominate in Twitter. It was also analysed how these tweets are presented, what rhetoric is used and dominates and what measures are taken to draw attention and support statements made in Twitter. The main tasks of this empirical study is to find out what topics dominate in analysed Twitter accounts, to determine the characteristics of Lithuanian representatives' communication in Twitter and, lastly, to analyse how this type of communication contributes to the implementation of foreign policy and public diplomacy of Lithuania.

As it was mentioned before, the research period includes 2014–2016. It provides limited snapshot of Twitter activities of Lithuanian officials. It also marks the beginning of more active twiplomacy period. It was quickly noted that Twitter can be used to share and collect information, gather support from other users and promote state's public diplomacy and foreign policy goals. Because of that, during this period, significant increase in the Twitter use is noted amongst the Lithuanian officials and political institutions.

With the aim to enhance the research and perform more representative analysis, interviews with representatives of Lithuania MFA were conducted. The data obtained during interviews was used to justify the data obtained during the analysis of Twitter accounts and conclusions that flow from this analysis. Also these interviews were used to determine the prospects of twiplomacy in the future.

Twitter communication analysis

After counting all original tweets, from all analysed accounts, similar thematic trends in all accounts was observed. In Table 3, general information about the original tweets is provided.

Table 3. Original tweets by Lithuanian officials in the period 2014–2016.

Themes	Number of tweets	Visual material
UN	319	109 photos
Ukraine	705	319 photos/5 videos
EU	392	105 photos
NATO	407	317 photos/1 video
EaP	154	58 photos/1 video
Military and information security	340	258 photos
Energy security	160	63 photos/1 video
Bilateral relations/multilateral cooperation	444	328 photos/10 videos
Russia	685	221 photos/4 videos
Economy	196	86 photos/2 videos
Other	1,533	

Created by author Aušra Dumčiuvienė.

Relations with Ukraine topic is the most popular topic during the analysed period. This topic includes Lithuania and Ukraine bilateral relations, Lithuania's reactions and participation in solving crisis in Ukraine, raising and emphasising this problem in regional and international organisations and in bilateral relations, the pursuit of its converging with the European Union and North Atlantic Treaty Organisation (NATO) countries, Lithuania's political, social and economic support for Ukraine, as well as Lithuania's efforts to support democratic reforms in Ukraine and actions to ensure the implementation of Minsk agreements.

Ukraine topic is best characterised by Lithuania's active support for Ukraine in contemporary crisis situation. A lot of attention is given for unlawful occupation of Crimea and contemporary situation of Crimean population, focusing attention on violations and restrictions of Crimea Tatars rights. In all accounts, a lot of attention was given for Nadia Savcenko. She is a Ukrainian military pilot, who was caught by the so-called rebels and imprisoned in Russia. Tweets about Nadia Savcenko use slogan *Free Savcenko*, and all these tweets are used to support the actions of liberation of this pilot and create pressure

for Russia, which finally releases her.[25] Other most commonly used slogan is *United for Ukraine*.[26] This slogan is used not only to show that Lithuania supports Ukraine but also to encourage other countries to support Ukraine and to take actions, which would help to control situation. Ultimately, the last slogan related with Ukraine is *Crimea is Ukraine*, which is used to highlight unlawful occupation of Crimea and that Crimea must be returned to Ukraine and unrecognised as legitimate part of Russia.[27] These slogans lead to the conclusion that Lithuania seeks to create sense of community and supportive atmosphere with Ukraine.

Lithuania's relations with Russia topic is oriented into worsening relations amongst Lithuania and Russia, condemnation and denunciation of Russia's actions in Ukraine, Lithuania's aspiration that the European Union and NATO denounce Russia's actions in Ukraine and Syria and do not acknowledge annexation of Crimea. Also reports about Russia's actions that breach Minsk agreements, Lithuania's efforts to tighten economic sanctions on Russia and reports about Russia's fighter plane air space of Baltic countries violations are numerous.

Table 3 shows that Russia topic also dominates in analysed accounts. It should be noted that Ukraine and Russia topics are interrelated; usually, tweets about Russia often mention Ukraine, because Lithuania identifies Russia as aggressor and the responsible party for the crisis in Ukraine.[28] It has to be mentioned that tweets notify that Russia poses a threat to the security of Lithuania and other Baltic countries. Particular attention is given to worsening security situation in European region, Russia–NATO relations and Russia's negative role in the Syrian crisis. These three crosscutting issues have been increasingly emphasised in Twitter.

Eastern Partnership (EaP) topic includes Lithuania relations with EaP countries (except Ukraine), aspiration of visa free regime within the European Union with EaP countries, promotion of democratic reforms in these countries and presentation and defence of their interests within the European Union. In the accounts analysed for tweets about the elections in Moldova, it was noted that Lithuania supports Moldova aspirations to continue pursue democratic reforms.[29] A lot of attention was given for Lithuania and Georgia cooperation. It is worth noting that Lithuania gives more attention to Georgia compared to other EaP countries (except Ukraine). In addition, it is stated that Georgia can make significant

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[25] Lithuania MFA, Stand #UnitedForUkraine – urge #Russia to release illegally detained #Ukrainians. #FreeSavchenko #LetMyPeopleGo, 08 October 2015, https://twitter.com/LithuaniaMFA/status/652063816755347456.
[26] Lithuania MFA, https://twitter.com/LithuaniaMFA.
[27] Ibid.
[28] LT MFA Stratcom, Russia is at war with Ukraine. RU citizens and soldiers are fighting and dying in a war of their gov. own making. http://www.atlanticcouncil.org/publications/reports/hiding-in-plain-sight-putin-s-war-in-ukraine-andboris-nemtsov-s-putin-war … 28 May 2015, https://twitter.com/LT_MFA_Stratcom/status/603875383306510336.
[29] Linas Linkevičius, https://twitter.com/linkeviciusl.

contribution to overall European security.[30] Because of that, Lithuania encourages the European Union to promote closer relations with Georgia. So it can be stated that not only Ukraine but also Georgia receives special attention from Lithuania.

Membership in NATO includes active involvement of Lithuania in activities carried out by NATO, participation in summits and ministerial meetings and representation of Lithuania interests within NATO; Lithuania attempts to increase military spending and representation of NATO activities for other Twitter users. Topic of NATO is closely related with Russia, Ukraine and military and information security topics. Lithuania raises these issues within NATO bodies. The vast majority of tweets in this topic are concerned with closer Lithuanian and other NATO countries military cooperation. Over the analysis period, the joint exercises of Lithuania and the United States and Lithuania and Latvia were actively tweeted. It is worth to mention that Lithuania actively advocates that the United States should keep permanent military brigade in Eastern Europe. The presence of this brigade would increase the sense of security of NATO member states in this region. In addition, it should be noted that analysed tweets also declare that NATO is strong and united Alliance. Such tweets are supplemented by slogan '*Allied strong*', which allows understanding that Lithuania strongly believes in the united and strong Alliance idea.[31] It can be stated that such tweets seeks to show that Lithuania is a part of strong military alliance and in case of danger, it would be defended by NATO.

Lithuania membership in the European Union includes representation of Lithuania interests within the European Union, active participation in EU activities and participation in summits, representation of Lithuania positions related with certain EU policies and internal and external issues of EU politics. For the EU topic, tweets that show EU concern about the situation in Ukraine as well as those in which efforts are mentioned to solve Ukraine crisis in EU level have been assigned. In this topic, it is emphasised that Lithuania complies with strict position towards sanctions on Russia and calls for tightening them. Other problematic issues such as illegal migration problem were emphasised less. In most of the cases, Lithuania expresses solidarity to the European Union in addressing these issues. Meanwhile, tweets on terrorist attacks in European cities are limited to statements of condolence, without incurring higher attention to this problem in social space. This topic also emphasises other aspects of Lithuania

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[30] Dalia Grybauskaitė, #Georgia can contribute to region's security & stability by implementing reforms. Discussed it with Tinatin Khidasheli, 14 September 2015, https://twitter.com/Grybauskaite_LT/status/643356274940334080.
[31] Lithuania in NATO, https://twitter.com/LitdelNATO

participation in EU bodies such as energy and information security issues within the European Union, euro adoption in Lithuania and the need of unity amongst EU member states.[32]

Military and information security includes Lithuania domestic actions in order to increase security of state, strengthen the development of military cooperation with other countries and aspects of cyber security as well as emphasis on anti-propaganda, information security, raising public awareness about other countries propaganda campaigns directed against Lithuania and information dissemination about how to recognise propaganda. In this topic, most often the influence of Russian propaganda is spoken. Russian propaganda is often perceived as a threat to Lithuanian and all EU security. In addition, at the end of 2015, number of tweets related to events and conferences in which dangers of propaganda is discussed is increased.[33] This shows that propaganda and other information security threats are considered to be a serious factor that may affect Lithuanian and foreign countries security. Particular attention is given for Russia's aggressive and irresponsible actions in airspace. It is also referred to growing threat of Russia and is called for strengthening the security of Lithuania. Considerable number of tweets is related to Lithuania's actions to strengthen military security: increasing military spending, buying new military weapons, organising and participating in joint exercises and renewed conscription. However, this topic is more concentrated to information and cyber security and mostly covers these issues.

Energy security is related with ongoing gas and electricity projects, raising energy security issues in international organisations, which member is Lithuania and Lithuania's objective to integrate into the joint EU energetic space as soon as possible and finally explaining the importance of energy security to society. Energy security topic gives special attention to cooperation with other region countries in order to increase energy security and to reduce energy dependency from Russia. This aspect is important not only for Lithuania and Baltic countries but also for all the EU countries. In terms of energy security, it is often underscored that Lithuania by diversifying energy sources managed to mitigate its dependence on single-source Russian gas providers. A lot of attention is given to particular gas and electricity projects as electricity links with Sweden (NordBalt) and Poland (LitPol Link and LNG terminal). It was also emphasised that Russian warships interfere with work on Baltic power cable.[34] This fact confirms that Russia negatively sees Baltic countries intentions to increase energy independence.

Bilateral relations/multilateral cooperation present Lithuania relations with other countries. Lithuania participation in multilateral forums such as Baltic Ministers Council or NB8 is emphasised. This topic is

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[32] LT PermRep EU, https://twitter.com/eu2013ltpress.
[33] Linas Linkevičius, https://twitter.com/linkeviciusl.
[34] LT MFA Stratcom, https://twitter.com/lt_mfa_stratcom.

often related to Russia and Ukraine topics, because during meetings with other countries, Lithuania representatives discuss about situation in Ukraine and Russia's actions. The most frequent tweets on this topic are related to cooperation and sharing information about Lithuanian government representatives meetings with representatives of foreign countries. Usually, during the meetings, it is aimed to establish and develop friendly relations, which are based not only on political cooperation but also on cooperation in other areas. Increasing attention is given for security cooperation. It is often emphasised that Lithuania and Nordic countries take united stand in respect of Ukraine crisis. Joint Lithuania, Ukraine and Poland cooperation in the military field should be noted. A considerable number of tweets were published about the establishment of joint military brigade of these three countries.[35] This shows that not only Lithuania but also other countries support Ukraine. Particular attention is given for Lithuania and Poland relations not only in political but also in economic, social, cultural and military spheres.[36] Active tweeting on Lithuania and other countries cooperation forms impression that Lithuania successfully engages and develops bilateral and multilateral ties with other countries and it does not matter where in the world these countries are.

In UN topic, the main attention is given for Lithuania participation in the United Nations, highlighting themes and issues; exclusive attention is given for Lithuania participation in United Nations Security Council (UNSC) as non-permanent member. Lithuania was elected as UNSC non-permanent member for the period 2014–2015 period. Lithuania raised four working priorities: first, promote the rule of law and democratic values in international relations and conflict resolution; second, protect civilians in armed conflicts, with a particular aim to protect the rights of women and children and to combat sexual violence as an instrument of war; Third, strengthen cooperation between the United Nations and the regional organisations, principally the European Union, with a view to maintaining international peace and security.; and lastly, promote SC's transparency and strengthen the influence of the small countries within the SC.[37]

During the period 2014–2015, another important issues arose. One of them was the conflict in Ukraine that had been of a strategic importance to all Lithuanian in the Council. In the UN topic, a lot of attention is given for Crimean issue, which would be raised in SC. Other tweets are closely related with membership priorities distinguished earlier. A lot of attention is given for journalist and press freedom

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[35] Ibid.

[36] Lithuania MFA, #Polish President Bronisław Komorowski: Positive emotions and personal ties will strengthen #LT - #PL bond, 13 October 2015, https://twitter.com/LithuaniaMFA/media.

[37] Ministry of Foreign Affairs of the Republic of Lithuania, Lithuania at UN Security Council, 2014, https://www.urm.lt/default/en/foreign-policy/lithuania-in-the-region-and-the-world/international-organizations/united-nations/lithuanias-involvement-in-activities-of-the-united-nations-security-council

protection, as well as the assurance of transparency within the United Nations. It is stressed that Lithuania calls for UNSC reform, which would allow including more permanent members in SC.[38] Lithuania also advocates for the veto right restriction. To these tweets, the slogan #CodeofConduct are attached. It is aimed that in the cases where UNSC votes on issues related with brutal crimes, such as genocide, permanent members of UNSC would not be able to use veto right. Lithuania actively supports this initiative.[39] After the end of term in UNSC, Lithuania delegation remains active in the United Nations. Lithuania actively participates in solving issues such as climate change, women rights, human rights and terrorism. Representatives of Lithuania actively tweet about Lithuania's actions in United Nations and thus create the image of Lithuania as as the states oriented to global issues .

Lastly, economic topic is related to the representation of economic growth of Lithuania, economic cooperation with other countries, creating image of Lithuania as investment friendly country and presenting economic opportunities in Lithuania. It also covers negotiations for accession to the Organisation for Economic Co-operation and Development and opportunities that will be provided if Lithuania joins this organisation. Considerable attention is given for presenting Lithuania's business achievements and efforts to attract foreign investments in Lithuania. However, this topic gets less attention than other topics and is not emphasised in analysed accounts.

Table 4. Retweeted tweets.

Topics	Number of retweets
UN	425
Ukraine	1115
EU	335
Military and information security	495
Energy security	168
EaP	89
Russia	1042
NATO	781
Bilateral relations/Multilateral cooperation	260
Economy	104
Other	1,392

Created by author Aušra Dumčiuvienė.

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[38] Lithuania in UN NY, Over 70 countries support #RestrainTheVeto. @LithuaniaUNNY proud to be one of them, 30 September 2015, https://twitter.com/LithuaniaUNNY/status/649259818109243392; 174.
[39] Lithuania in UN NY, #UNSC #CodeofConduct on atrocity crimes officially launched today. #Lithuania proud to be among its 104 supporters, 23 October 2015, https://twitter.com/LithuaniaUNNY/status/657602084536217600.

As can be seen from Table 4, comparing original tweets with retweets, similar trends were observed. Most often tweets about Russia and Ukraine are retweeted in identified accounts. It should be noted that most often tweets are retweeted from accounts that belong to the EU politicians; certain organisations, such as the European Union and NATO; various media sources such as BBC and CNN; and also other states institutions and diplomatic missions accounts. Lastly, often tweets are retweeted from accounts that report about events in Ukraine. In addition, it should be stressed that analysed accounts retweet tweets from each other. So it can be said that they follow each other's tweets and retweet them in order to supplement information that they tweeted themselves. Retweeted information not only complements personal tweets but also provides stronger basis for Lithuania's position. From sources such as BBC, retweeted information about Russian propaganda shows that not only Lithuania fears of this propaganda but also that other European countries regard it as a threat to their information security. Tweets in official NATO account about that Russian military unit crossed the Ukrainian border, only confirmed in analyzed accounts voiced allegations that Russia is the aggressor and is actively involved in conflict in Ukraine.

Summing up all analysed material, it can be said that all identified topics are interrelated. Therefore, it can be concluded that twiplomacy of Lithuania possesses good development of thematic lines and development of interlinkages. This conclusion was confirmed by MFA Communication division specialist from whom the interview during the research was taken. During the interview, it was found out that for coordination of communication, 'strategic communication division and an informal inter-institutional working group was established, that the same message would go out'.[40] It was underscored that 'Strategic Communication Division was established to unify the communication.'[41] This means that MFA Strategic Communication Division is the key player in the coordination of ongoing communication and confirms the trend observed during the investigation that communication amongst different Twitter accounts are coordinated, consistent and interlinked. However, during the research, it was noticed that communication amongst distinguished state leaders accounts and other analysed accounts is not coordinated so well. This means that more effective communication control mechanism is needed.

In sum, it can be said that Lithuania uses public diplomacy and its tools to influence foreign audiences and so benefiting from its soft power. According to representative of MFA Communication division, 'such small countries as Lithuania, which do not have large hard power resources, have to use other sources of power in order to be visible on the international stage and to be able to participate in

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[40] Interview No. 1 with specialist of MFA Strategic communication division. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 27 April 2016 in Kaunas by Aušra Dumčiuvienė.
[41] Interview No. 2with adviser of minister of foreign affairs. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 03 May 2016 Vilnius by Aušra Dumčiuvienė.

development of international agenda'.[42] Public diplomacy is one of the means to achieve these objectives. The goal of Lithuanian public diplomacy is to support Lithuania's foreign policy goals and priorities to help create 'knowledge why we hold on certain positions and generate public support to this line that we follow'.[43] This reflects the fundamental principles of soft power that states, in this case Lithuania, use certain ideas to convince societies of other states about the rightness of these ideas by using soft power means, such as public diplomacy. The information shared through social networks reflects aspirations and positions of Lithuania and constructs positive image of Lithuania.

The role of twiplomacy in implementation of foreign policy of Lithuania

Twiplomacy of Lithuania has some exceptional features to be addressed. In particular, it is easy to note that communication in Twitter is most focused on two main topics – relations with Ukraine and relations with Russia. These topics have significant importance for foreign policy of Lithuania, as they stand amongst foreign policy priorities. In strategic planning documents of foreign policy of Lithuania, special attention is given to the conflict in Ukraine. Strategic foreign policy priorities states that Lithuania will seek termination of conflict in Ukraine, will strive to increase the EU assistance to this country and put efforts that the European Union sanctions on Russia would be directly linked to Russia's actions in Ukraine.[44]

It should be noted that in the most recent strategic operational guidelines of security and defence policy of Lithuania, Russia is seen as an aggressor and is stressed that Lithuania will seek to increase the deterrent potential of the state. Lithuania will also prevent hostile propaganda, effectively react to information activities directed against Lithuania and enhance cyber security.[45] Communication about these topics remains intense even during the crisis of Syria, during the migrant crisis and after terrorist attacks in European cities. According to the representative of MFA Communication division, 'relations with Ukraine is one of our main foreign policy lines and because Lithuania is relatively small state it is

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[42] Interview No. 1 with specialist of MFA Strategic communication division. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 27 April 2016 in Kaunas Aušra Dumčiuvienė.

[43] Interview No. 2 with adviser of minister of foreign affairs. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 03 May 2016 in Vilnius Aušra Dumčiuvienė.

[44] "Užsienio reikalų ministerijos 2016 metų veiklos prioritetai", (Ministry of Foreign Affairs of the Republic of Lithuania foreign policy priorities for 2016). Confirmed by minister of foreign affairs, No. V-8, 13 January 2016, Vilnius, https://www.urm.lt/default/lt/uzsienio-politika/naujienos-kalbos-publikacijos/uzsienio-reikalu-ministerijos-2016-metu-veiklos-prioritetai;

[45] "Dėl 2014 – 2020 metų Lietuvos Respublikos užsienio, saugumo, ir gynybos politikos strateginių gairių", (2014–2020 strategic guidelines of foreign, security and defence policy of the Republic of Lithuania), Agreement of political parties represented in the Parliament of Lithuania, 19 March 2014, Vilnius, http://www3.lrs.lt/docs2/RIGVVKWU.PDF;

difficult to develop a lot of foreign policy priorities'.[46] This statement is supported by the adviser of the minister of foreign affairs, according to her 'this communication naturally reflects our priorities, we believe that the key threat for us is Russian aggression and not only for us but for all European security architecture'.[47] This shows that Russia possess a threat not only for Lithuania but for all Europe.

The importance of relations with Ukraine can be explained by the fact that Lithuania feels certain historical affinity with Ukraine. Historically, both countries have been victims of Russian aggression. In addition, Russia's aggressive actions in Ukraine and more assertive rhetoric are understood as a threat to Lithuanian national security. Also, as adviser of minister of foreign affairs mentioned, if the unlawful annexation of Crimea will be legalised, it will mean that international law has no meaning. Active sharing of tweets related to these topics draws attention of foreign audiences. The aim of the tweets addressing Russia's aggressive actions in Ukraine might be defined as driven by the intention to inform audience about the situation in Ukraine and to influence public opinion about this issue in order to raise international support for Ukraine, increase pressure on Russia and defend principles of international law.

It can be argued that this reflects arguments of J. S. Nye about the use of soft power. Lithuania is using social networks to emit certain messages, which are usually based not only on personal opinions but also by proven facts that influence public opinion of foreign audiences about Russia's actions. The aim of these messages is to create awareness about these actions and generate support of foreign audiences for Lithuania's position. This contributes to the development of Lithuania's image, because, in international arena, Lithuania is seen not only as a defender of Ukraine but also as a defender of democratic principles, international law and human rights.

Other topics that are related to priorities of foreign policy of Lithuania also received attention in Twitter, and tweets about them are often published. Less attention is paid to the economic topic. This may mean that at least so far the social networks is not used as a mean to increase economic competitiveness of Lithuania. Nevertheless, analysis of material allows to state that there is a close relationship between public diplomacy and foreign policy, because tweets in analysed Twitter accounts reflect certain priorities of foreign policy of Lithuania.

On the basis of analysed material, it can be argued that the public diplomacy of Lithuania is consistent and used to implement priorities of foreign policy of Lithuania. It should be mentioned that not only public diplomacy plays certain role in implementing foreign policy but also it has certain influence for

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[46] Interview No. 1 with specialist of MFA Strategic communication division. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 27 April 2016 in Kaunas by Aušra Dumčiuvienė.
[47] Interview No. 2with adviser of minister of foreign affairs. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 03 May 2016 in Vilnius by Aušra Dumčiuvienė.

development of foreign policy. One of the respondents noted that social networks have contributed to the fact that makers and implementers of foreign policy should respond to certain events or crisis as soon as possible, because 'if you do not express your opinion, narrative begins to take shape without you'. This means that politicians, diplomats and political institutions have to react quickly to certain events and certain statements in social space; this may partly determine how in particular event or crisis situation the foreign policy position of the state will be developed. Such use of public diplomacy means have significant impact on speeding up the decision making process and communication about it, because unlike traditional diplomacy, negotiations are becoming more open to mainstream audiences, sometimes certain details of negotiations are made public by using social networks; it allows the users of social networks to express their views about certain issues and so perhaps influence negotiation process. However, this also creates challenge for foreign policy practitioners, because they have less time to make decision and because of that certain foreign policy decisions can be made hastily and thoughtlessly and have negative impact on states' foreign policy. Another important aspect that may have negative implementations is that sometimes when politicians or diplomats are trying to react to particular events quickly, they can tweet messages that may be negatively understood by other users of Twitter and thus have negative impact on the image of state. So it is obvious that this public diplomacy mean may have significant positive or negative impact on states' foreign policy.

The choice of social networks as one of the main public diplomacy means of Lithuania was not accidental. Social networks allow reaching foreign and internal audiences faster, more efficiently and cheaper. In addition, social networks create opportunity to be more visible in international arena and draw attention to issues important for Lithuania. They also help to receive a feedback. According to specialist of MFA Communication division, feedback can take many forms and provides a number of examples. For example, one tweet of minister of foreign affairs attracts attention from major media networks such as BBC or CNN and he is called and asked to give interview and articles born from these tweets. Twitter allows for Lithuania to be visible and participate in the shaping of international agenda, because more people read Twitter tweets than, for example, press releases. In addition, Twitter enables faster response to certain events or to express their opinion on relevant issues.[48] Adviser of the minister of foreign affairs notes another important aspect that 'when there is an event, you get not only factual information, but you

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[48] Interview No. 1 with specialist of MFA Strategic communication division. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 27 April 2016 in Kaunas by Aušra Dumčiuvienė.

get a certain context, what may others think about that and in what light these issues are discussed'.[49] This means that social networks provide ability to monitor what topics are important and how they evolve and thus allow, respectively, shift your communication.

On the basis of interview material and the data collected during the research, it can be said that twiplomacy contributed to the recovery of public diplomacy of Lithuania. According to respondents, without twiplomacy, Lithuania is actively using just cultural diplomacy,[50] but without it, Lithuania does not use any other means of public diplomacy. So it can be assumed that public diplomacy and foreign policy of Lithuania were brought closer together by twiplomacy and has become one of the main instruments presenting priorities of foreign policy of Lithuania and seeking support from foreign societies for their implementation.

However, it should be noted that until now, Lithuania do not have any particular public diplomacy strategy. Even though twiplomacy showed to be quite successful mean of public diplomacy, but a clear strategy is a necessary element in order to carry out more effective communication. Clear strategy with set aims and goals, coordinating institutions and communication evaluation mechanism would help to exploit public diplomacy and twiplomacy potential fully.

During the research, it was noted that there is a need for better coordination amongst state leaders' and other accounts. Although first steps were made to improve coordination of communication by establishing strategic communication division, still a need to create more effective coordination mechanism remains. Furthermore, it should be mentioned that more representatives of Lithuanian should join Twitter or be more active in Twitter and thus contribute to twiplomacy of Lithuania. At this moment, Lithuania has dozen of active accounts, but there are a significant number of politicians, political institutions and diplomatic missions, who don't have Twitter accounts or don't use them. If more representatives of Lithuania will join Twitter, this would significantly improve Lithuania's twiplomacy potential.

The analysis of the material allows to state that twiplomacy will continue to be actively developed amongst authorities of Lithuania. During the study, it was observed that tweets from different accounts were increasingly aligned with each other over time and communication is becoming more targeted and focused. Also the number of persons following analysed accounts is significantly rising. This means that communication on Twitter reaches more and more users. Adviser of minister of foreign affairs believes

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[49] Interview No. 2 with adviser of minister of foreign affairs. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 03 May 2016 in Vilnius by Aušra Dumčiuvienė.

[50] Interview No. 1 with specialist of MFA Strategic communication division. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 27 April 2016 in Kaunas by Aušra Dumčiuvienė.

that 'it [twiplomacy] only spread, because it is not exploited to the fullest, it is exploited only at leaders' level, and it will be interesting to see when more institutional players will engage in social networks. Not only ministers, vice ministers or directors but when all staff will begin to use it and become ambassadors of certain area of their country.[51] So it can be said that potential of twiplomacy is not fully exploited, Lithuania so far only takes first steps in learning how to use social networks.

One of the respondents mentioned the importance of social networks can match and even overtake the importance of radio or television.[52] This means that over time, more and more effort will be made to quickly and efficiently communicate in social networks and to maximise the potential they provide. For small countries such as Lithuania, with fairly minimal resources, social networks provide opportunity to be seen and heard on the global scale, which creates significant added value. As a result, it can be concluded that the popularity of social networks will continue to grow amongst government institutions and officials of Lithuania.

Conclusions

This article uses J. S. Nye's definition of public diplomacy, which said that public diplomacy is a tool of soft power. Public diplomacy is treated as a means of influence for foreign societies, which makes it possible to influence the authorities of foreign countries. The latest technologies have given new impetus to the actions of public diplomacy, because it enabled it to reach large audiences of people faster, more efficiently and cheaper. This led to the emergence of new public diplomacy means, such as twiplomacy. Twiplomacy in this work was defined as the Twitter social network utilisation in countries, to enable them to achieve foreign policy objectives and practice public diplomacy.

The study of twiplomacy showed that public diplomacy means such as twiplomacy is used to inform and influence foreign audiences' opinion for Lithuania important issues and thus contribute to the foreign policy implementation. Twiplomacy enabled Lithuania to become more visible in international arena and highlighted the most important issues of foreign policy of Lithuania. Finally, public diplomacy is used to develop Lithuania as an active in regional and global issues oriented states public image.

Twitter tweets analysis revealed that twiplomacy of Lithuania is focused on topics excluded at the beginning of the research. However, twiplomacy of Lithuania over the period 2014–2016 is mostly focused on two topics: Ukraine and Russia. It should be noted that tweets in analysed Twitter accounts

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[51] Interview No. 2 with adviser of minister of foreign affairs. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 03 May 2016 in Vilnius Aušra Dumčiuvienė..

[52] Interview No. 1 with specialist of MFA Strategic communication division. Public diplomacy role in foreign policy of Lithuania. Interview was conducted on 27 April 2016 in Kaunas by Aušra Dumčiuvienė.

are not only based on Lithuanian politicians or diplomats' views. They also often quoted, commented or shared information from competent sources that support Lithuania's position by giving more weight for it in the eyes of other Twitter users. It should be noted that messages are usually interlinked. Tweets from different accounts reflect same positions on foreign policy issues; analysed accounts shared each other's tweets. All of this contributes to the growing efficiency of twiplomacy of Lithuania and also has a positive impact on the implementation of foreign policy objectives.

The data obtained during the interviews supports the above-mentioned findings and allows to state that currently twiplomacy is one of the most actively used form of public diplomacy in Lithuania. Twiplomacy allows reaching large audiences without any intermediaries and works quickly, efficiently and cheaply. Twiplomacy actively contributes to the implementation of foreign policy of Lithuania and shapes the positive image of Lithuania. The aim of twiplomacy of Lithuania is to provide knowledge why Lithuania takes certain foreign policy positions and generate foreign audiences' acceptance for these positions. This reflects distinguished theoretical public diplomacy functions. In addition, the use of twiplomacy revived country's public diplomacy, which by that time was more reactive and now has become more proactive.

However, twiplomacy of Lithuania has certain disadvantages. First, there is a lack of coordination in communication amongst Lithuanian leaders' accounts and other analysed accounts. Second, there is no clear public diplomacy strategy, because of that it is difficult to define public diplomacy goals, coordinate its activities and evaluate its influence. Last, there are just several active accounts and there is a need that more politicians, governmental institutions and diplomatic missions would join or be more active in Twitter in order to fully exploit potential of twiplomacy.

The analysed material allows stating that twiplomacy will be actively developed amongst Lithuanian authorities. It can be said that twiplomacy will continue to be used as one of the main tools of public diplomacy of Lithuania. This is due to the fact that in Lithuania, this form of public diplomacy has proved and granted the opportunity to be seen and heard in the international arena using minimal resources. So it can be said that popularity of twiplomacy will continue to grow for some period of time and it will be used even more actively and efficiently as a mean of public diplomacy in foreign policy of Lithuania.

Recommendations

Findings presented above allow stating that twiplomacy as one of the public diplomacy means gained significant popularity amongst Lithuania officials and political institutions. Even though twiplomacy is

used quite successfully in order to deliver certain messages and promote foreign policy of Lithuania goals, it should be noted that some improvements is needed to public diplomacy of Lithuania.

First, Lithuania doesn't have clear and unified strategy of public diplomacy and there is a huge need of such strategy. This strategy should include aim/s of public diplomacy of Lithuania, means that should be taken to reach this/these aim/s, actors that would be responsible for monitoring public diplomacy activities and more other measures that should be taken into account in order to make public diplomacy of Lithuania more successful. This strategy should also be closely related with strategies of Lithuanian foreign and defence policy.

Second, even though twiplomacy is successfully used in order to help implement foreign policy of Lithuania goals and to affect foreign audiences, one important element is forgotten. This element is domestic audience within Lithuania. It is easy to notice that twiplomacy is directed to foreign audiences and gives less attention to domestic society. However, public opinion of domestic society is also very important and should be taken into account. Because of that, communication activities should be directed not only to external foreign audiences but also to internal domestic audience. As Twitter is not so popular amongst the Lithuania domestic audiences, other social networks such as Facebook should be used to communicate with domestic audience and carry out public diplomacy activities directed towards internal society in order to influence their opinion and get support for foreign policy actions.

Lastly, it should be noted that current line of communication in Twitter is proven to be quite successful and should be continued in the future. However, more representatives of Lithuanian should join Twitter or be more active in Twitter and carry out communication activities. This would create opportunity for better specialisation, because, for example, different ministries accounts would represent their respective fields much better. This specialisation would allow fully exploiting potential provided by Twitter and improving public diplomacy of Lithuania.