JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Advanced Digital Diplomacy Training Course

25 October – 5 November 2027
Vienna

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Advanced Digital Diplomacy Training Course

Ref: 268_8667 **Date:** 25 October – 5 November 2027 **Location:** Vienna **Fees:** 10600 GBP

Digital Diplomacy is a 2-week advanced training course for diplomats, public diplomacy officers and official communications teams who speak for their institutions online, and each participant completes a digital diplomacy campaign plan. Foreign audiences now meet a mission through its posts, videos and livestreams long before any face-to-face meeting, so online conduct shapes reputation and influence abroad. Jupiter Prime Training offers this course for those who carry an official voice on digital platforms.

Why Digital Diplomacy Matters Now

Three forces shape this field. Platform algorithms decide which official messages reach foreign publics, rewarding speed, video and conversation over formal statements. Coordinated disinformation operations target missions and leaders, so a false narrative can spread across languages within hours. Leaders and envoys now hold talks, briefings and even summits by video link, which changes how access and symbolism work. Institutions that handle these forces well build trust with publics abroad and respond to crises with credibility; those that do not leave their story to others. The course draws on established public diplomacy and strategic communication practice, together with the functions of missions set out in the Vienna Convention on Diplomatic Relations VCDR.

Who Gains Most from Digital Diplomacy

- Diplomats who represent their mission on official accounts and engage foreign audiences directly
- Public diplomacy officers who design cultural, educational and image campaigns for publics abroad
- Official spokespeople who answer journalists and online commentators during sensitive moments
- Digital content leads who produce video, graphics and multilingual posts for embassies and ministries
- Monitoring analysts who track narratives, sentiment and coordinated inauthentic activity

A ministry or embassy communications unit gains most when its spokesperson, content producers and monitoring analysts attend together, since campaign design and narrative response then share one rhythm.

Digital Diplomacy Capabilities

Participants learn to treat every official post, livestream and video call as an act of statecraft, with a defined audience, a measurable aim and a plan for when the conversation turns hostile.

- Design digital public diplomacy campaigns around a foreign audience persona — heads of mission and campaign sponsors
- Build an official account strategy across platforms and languages — spokespeople and content leads
- Assess online narratives and detect coordinated disinformation — crisis cells and senior officials
- Apply prebunking and debunking responses to false claims — mission leadership and partner institutions
- Specify virtual summit and video-diplomacy arrangements — protocol and technical teams
- Calculate reach, engagement and sentiment shifts from audience analytics — budget holders reviewing campaigns

Key Digital Diplomacy Terms

- Public diplomacy — an institution's effort to inform and engage foreign publics, rather than governments, to build understanding of its positions.
- Social media statecraft — the deliberate use of official social accounts to advance foreign policy aims and relationships.
- Disinformation — false content spread on purpose to mislead audiences or damage the credibility of a mission or leader.
- Prebunking — warning audiences in advance about a likely false narrative and the technique behind it, before it spreads.
- Audience persona — a research-based profile of a target public, describing its interests, platforms, languages and trusted voices.
- Virtual summitry — high-level meetings held by secure video link, with their own protocol, security and staging choices.

Digital Diplomacy Day by Day

Day 1: The Networked Diplomatic Environment

- Evolution From Traditional to Public and Digital Diplomacy — Mandate of Missions
- Platform Ecosystem and Algorithmic Reach — Where Foreign Audiences Gather
- Mission Functions Under the VCDR Online — Representation and Reporting Duties
- Soft Power and Reputation Indices — How Image Shapes Influence Abroad
- Case Comparisons of Ministry Digital Units — Organisational Choices and Resourcing

Day 2: Audience Insight for Foreign Publics

- Audience Personas for Publics Abroad — Prioritising Target Groups
- Social Listening Dashboards — Detecting Themes and Sentiment
- Influencer and Trusted Voice Mapping — Choosing Credible Amplifiers
- Language and Localisation Choices — Reaching Diaspora and Host Audiences
- Audience Research Ethics and Privacy — Limits on Data Collection

Day 3: Official Account Strategy

- Account Architecture for Ministries and Embassies — Roles of Each Channel
- Tone of Voice Guidelines for Diplomats — Balancing Formality and Warmth
- Content Calendars Around Diplomatic Moments — Visits, Anniversaries and Summits
- Approval Chains and Delegated Posting Rights — Speed Versus Control
- Account Security and Impersonation Risks — Verification and Recovery Steps

Day 4: Storytelling and Visual Diplomacy

- Narrative Framing for Foreign Policy Messages — Values, Interests and Stories
- Short-Form Video and Livestream Formats — Engaging Younger Publics
- Visual Identity of a Mission Online — Consistency Across Platforms
- Cultural and Educational Content Series — Building Long-Term Affinity
- Accessibility and Inclusive Content — Captions, Alt Text and Multiple Languages

Day 5: Digital Public Diplomacy Campaigns

- Campaign Objectives Linked to Foreign Policy Priorities — Defining Success
- Theory of Change for Public Diplomacy — From Awareness to Behaviour
- Partnerships With Cultural and Economic Bodies — Extending Campaign Reach
- Paid Promotion Decisions for Official Content — Targeting and Transparency
- Campaign Risk Scenarios — Anticipating Backlash and Misreadings

Day 6: Disinformation and Narrative Defence

- Disinformation Tactics and Coordinated Inauthentic Behaviour — Recognising Operations
- Narrative Monitoring and Early Warning — Triggers for Escalation
- Prebunking and Debunking Methods — Choosing the Right Response
- Working With Platforms and Fact-Checkers — Reporting and Takedown Requests
- Inoculation Messaging for Allied Audiences — Building Resilience to Falsehoods

Day 7: Digital Crisis Communication for Missions

- Consular Emergencies Online — Informing Citizens Abroad Quickly
- Holding Statements and Response Templates — First Hour Decisions
- Hostile Comment Moderation Policies — Free Expression Versus Abuse
- Spokesperson Coordination Across Capitals — One Line, Many Channels
- Post-Crisis Reputation Recovery — Rebuilding Trust With Publics

Day 8: Virtual Summitry and Video Diplomacy

- Secure Video Platforms for Official Talks — Confidentiality and Access
- Protocol for Virtual Meetings — Precedence, Backdrops and Flags on Screen
- Hybrid Conference Staging — Equal Presence for Remote Delegations
- Digital Signing Ceremonies and Joint Statements — Symbolism Online
- Technical Rehearsals and Failure Plans — Avoiding Live Embarrassment

Day 9: Measuring Digital Influence

- Reach, Engagement and Sentiment Metrics — Separating Noise From Influence
- Attribution of Narrative Shifts — Linking Campaigns to Outcomes
- Reporting Dashboards for Heads of Mission — Decision-Ready Summaries
- Benchmarking Against Peer Missions — Setting Realistic Targets
- Generative AI in Content and Monitoring — Opportunities and Safeguards

Day 10: Practising the Digital Diplomacy Campaign Plan

- Applying Audience Personas to a Case Mission — Selecting Target Publics
- Drafting the Content Calendar and Formats — Moments, Channels and Languages
- Building the Narrative Defence Protocol — Monitoring and Response Triggers
- Peer Challenge on Metrics and Risks — Testing Campaign Assumptions
- Completing the Digital Diplomacy Campaign Plan — Aims, Owners and Measures

Applying Digital Diplomacy After the Course

- Audit your mission's official accounts against the account architecture and tone of voice guidelines, then propose changes to approval chains and posting rights
- Set up a weekly narrative monitoring routine with escalation triggers and run one prebunking post on a predictable false claim

Digital Diplomacy Questions FAQ

What is digital diplomacy and why does it matter now?

Digital diplomacy is the use of online platforms, video and data by diplomats and ministries to engage foreign publics and partners. It matters now because audiences, disinformation and even summits have moved online, so a mission's digital conduct directly shapes its influence.

Which roles gain most from digital diplomacy training?

Diplomats, public diplomacy officers and official communications teams gain most. Spokespeople, digital content leads and monitoring analysts also benefit when they run official accounts, plan campaigns for publics abroad or respond to false narratives.

How does digital diplomacy training differ from a general social media marketing course?

It serves foreign policy aims rather than sales or brand growth. You work with public diplomacy, narrative defence, virtual summit protocol and mission reporting, while a marketing course focuses on commercial audiences, conversion and advertising returns.

What do you bring back from digital diplomacy training?

You bring back a campaign plan for a real or case mission. It sets target publics, content calendar, formats, narrative defence steps and metrics that your unit can launch and report on to its head of mission.

Digital Diplomacy: The Way Forward

The digital diplomacy campaign plan first informs which foreign publics a mission prioritises and which platforms carry its message. Public diplomacy officers own it, content leads and analysts run it, and heads of mission review its results. After its first cycle, the narrative defence triggers deserve a fresh look, because hostile actors adapt quickly to the responses they meet.