



## Digital Diplomacy: Rewards and Challenges

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**Abstract :** *The term “digitalization of diplomacy” has brought immutable changes to the four realms of diplomacy: the institutions of diplomacy, the practitioners of diplomacy, the audiences of diplomacy and the conduct of diplomacy. This study tried to trace the inception of digital diplomacy, its practices and the changes that it has brought to the conduct of traditional diplomacy. The focal point of this study was to*

*analyse whether digital diplomacy is different from traditional diplomacy or complements it?*

**Keywords :** *Digital diplomacy, traditional diplomacy, twidiplomacy, secret diplomacy, technological revolution, digitalization*

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### Introduction :

Digital Diplomacy or e-Diplomacy is the utilization of the Information and Communication Technologies (ICTs) and the social media platforms like twitter, facebook, instagram, flickr and so on by a country to achieve its foreign policy objectives. The United States of America's State Department was the first foreign ministry to use e-Diplomacy for the conduct of its foreign affairs. India made a debut, in the arena of digital diplomacy, when its Twitter account was established in 2010. The digitalization of diplomacy has irrevocably changed the conduct of foreign policy throughout the world. However, in order to understand the impact of digital diplomacy on foreign policy one needs to understand the relationship between digital diplomacy and traditional diplomacy to find out not only the