



Israeli Digital Diplomacy towards Arab States: Social Media Engagement Analysis

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Image.1. Abraham Accords | Source: Flickr

RQ: To what extent does Israel utilize the digital channels to shape the public opinion in the Arab region?

Period: August 2020-October 2023 (from the Abraham Accords, a series of bilateral agreements for Arab-Israeli normalization to a new phase in the Israeli-Palestinian crisis)

Data: Accounts managed by the Israeli Ministry of Foreign Affairs or Israeli embassies in Arabic-speaking countries (**Popsters.ru** tool).

Method: Digital Diplomacy Index (Reputation Squad).

Digital diplomacy refers to the use of digital technologies and online platforms to achieve diplomatic objectives. It involves various government-sponsored efforts aimed at communicating directly with foreign publics to establish a dialogue designed to inform and influence.

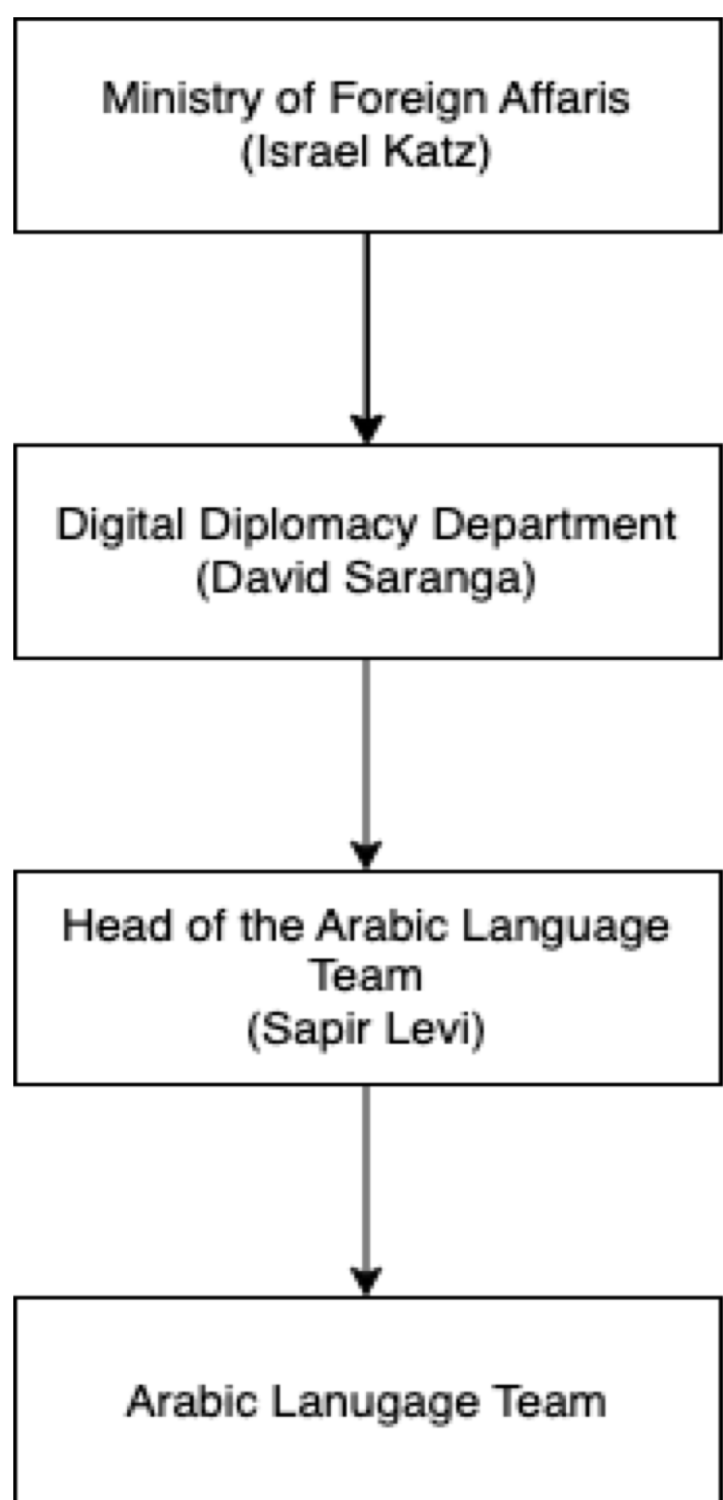


Fig.1. Israeli Digital Diplomacy Department Hierarchy

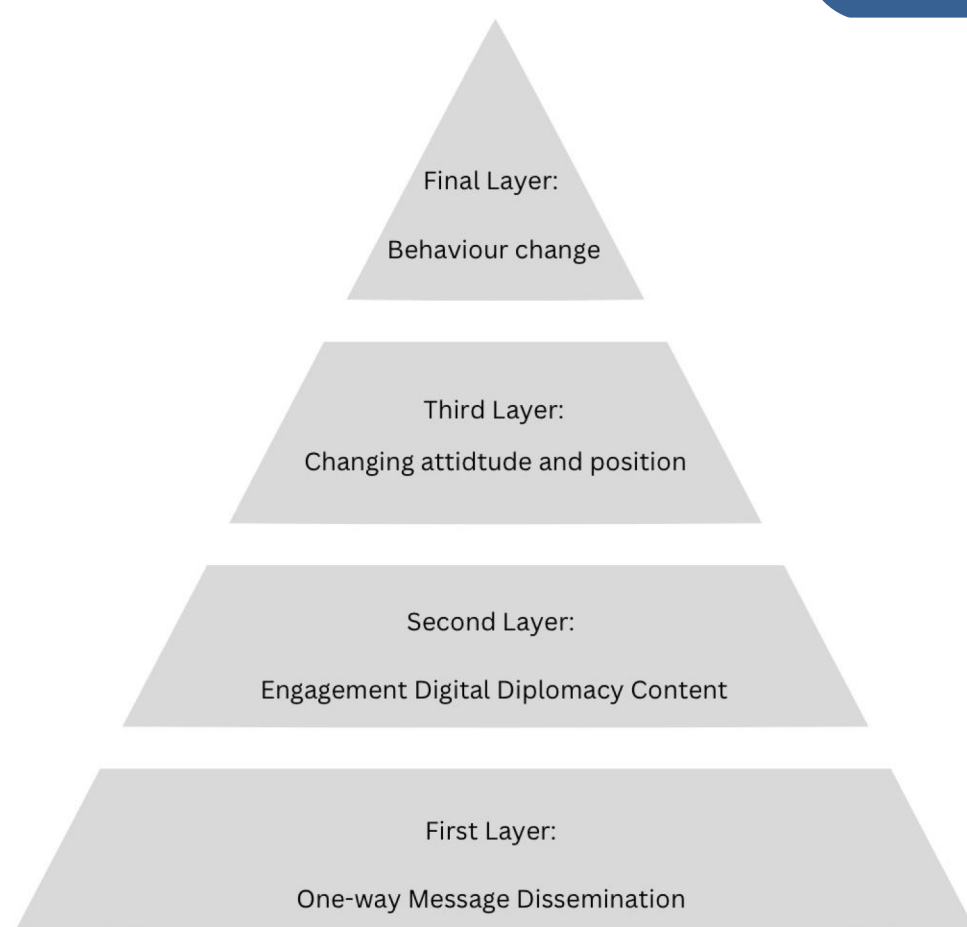


Fig.2. Layers of online influence in Israeli Digital Diplomacy

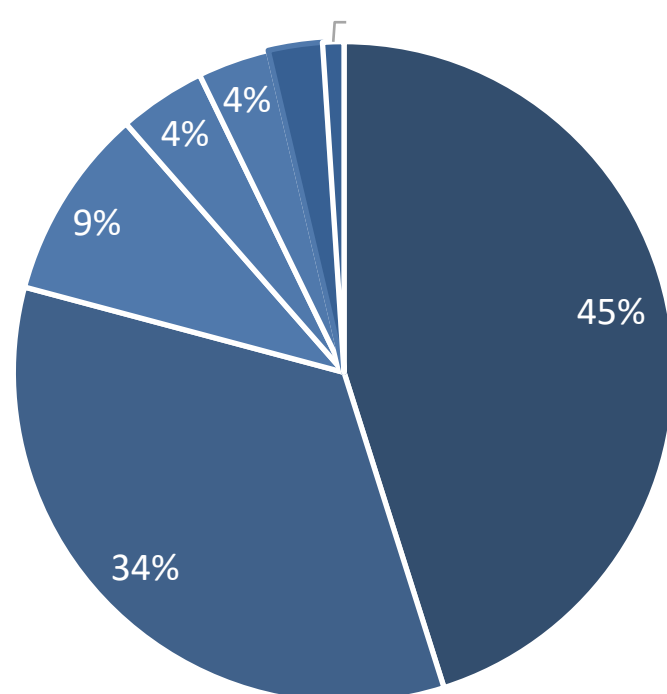


Fig.4. Reachability of Facebook Accounts

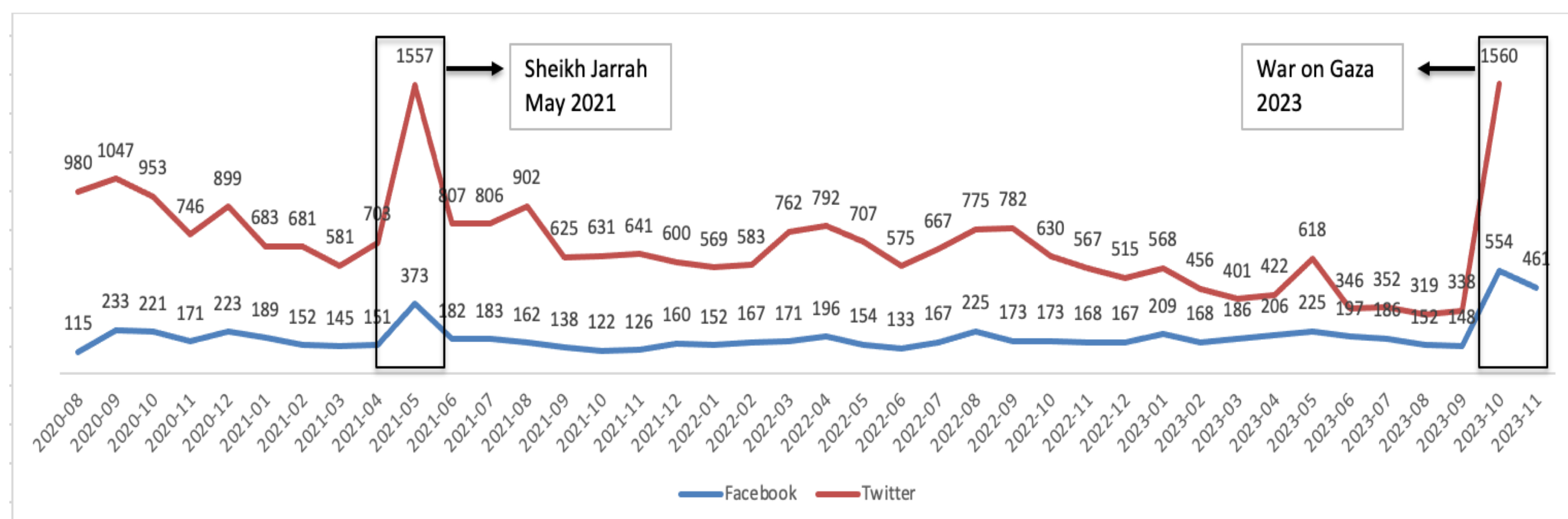


Fig.3. The Posting Peak Timing

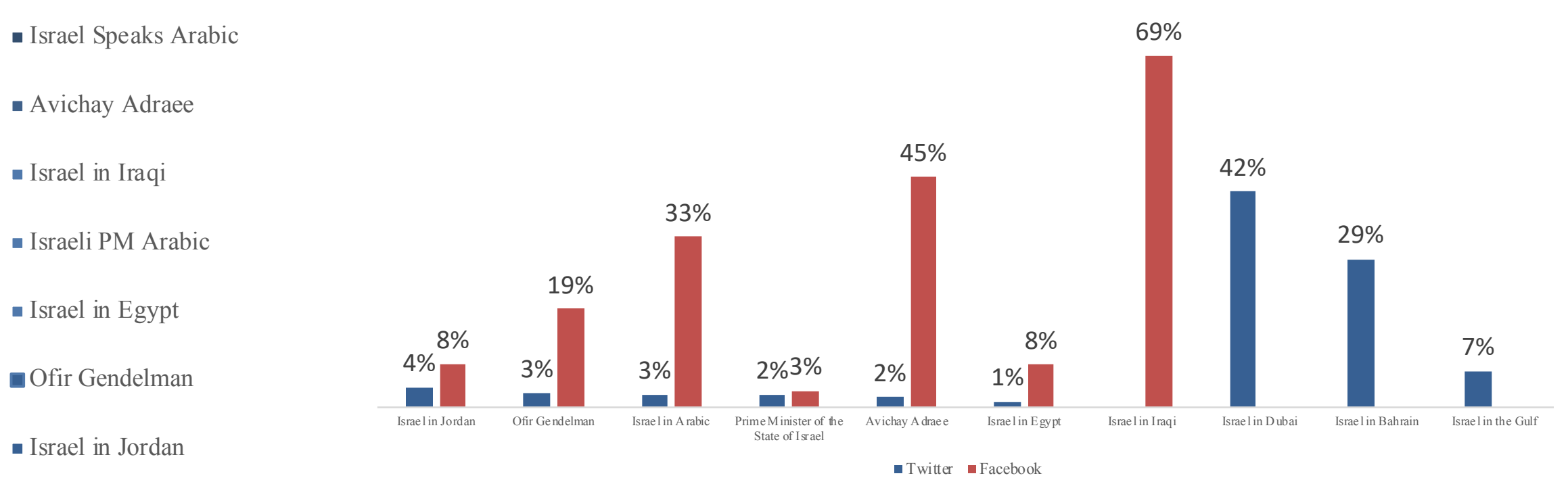


Fig.5. Israeli Digital Diplomacy Engagement Rate

Page Name/Post Type	Image	Text	Video	Link
Israel in Arabic	25%	33%	55%	6%
Avichay Adraee	29%	45%	72%	14%
Israel in Iraq	44%	69%	145%	40%
PM of the State of Israel	3%	3%	5%	1%
Israel in Egypt	9%	8%	6%	2%
Israel in Jordan	8%	8%	12%	6%
Ofir Gendelman	21%	19%	26%	5%

Fig.6. Facebook Posts by Post Type

Page/Message Topic	Avichay Adraee	Israel Arabic	Israel in Egypt	Israel in Iraq	Israel in Jordan	Israeli PM Arabic	Ofir Gendelman	Grand Total
Social	3,8%	10,6%	10,4%	8,2%	9,8%	2,0%	6,4%	7,0%
Economic	0,8%	3,2%	3,9%	3,5%	5,7%	1,1%	1,8%	2,7%
Historical	3,5%	7,8%	6,4%	11,8%	11,1%	0,6%	2,8%	5,9%
Cultural	3,8%	3,4%	3,2%	10,5%	4,2%	0,2%	0,9%	3,4%
Religious	9,4%	11,7%	13,5%	21,9%	13,3%	2,9%	6,1%	10,6%
Political	41,3%	39,9%	39,1%	25,6%	30,6%	84,0%	62,2%	48,6%
Military	31,4%	9,3%	3,2%	2,5%	2,6%	7,1%	12,9%	10,2%
Scientific	3,1%	9,3%	17,4%	10,9%	17,1%	1,5%	3,5%	8,0%
Art	3,1%	4,9%	2,9%	5,1%	5,5%	0,6%	3,4%	3,5%

Fig.7. Facebook Posts by Content

Conclusion: Israeli digital diplomacy is still at the second level of online influence, as there is no clear evidence of a change in the Arab population's attitude, along with the boycott campaigns and Israeli militarization of digital diplomacy and online content.

*Facebook is recognized in the Russian Federation as an extremist organization and banned
*Twitter is blocked in the Russian Federation