

**Thumbnail Image:**



Nov 04, 2016 by [Ilan Manor](#)

## **Evaluating Palestine's Digital Diplomacy** <sup>[1]</sup>

From a diplomatic perspective, Palestine represents a puzzling case study. On the one hand, Palestine has been recognized as an independent state by the UN General Assembly. On the other hand, it is not a full member state of the UN. Additionally, in some countries one may find a Palestinian embassy while in others one may only find a Palestinian Office of Interests.

The level of representation differs as some countries recognize Palestine as an independent state while others regard it a semi-autonomous entity. As such, Palestine exists in a state of diplomatic limbo.

The issue of Palestinians' diplomatic representation is also complex, as Palestinian diplomats do not necessarily represent Palestinian citizens. For instance, Palestine is represented in the U.S. by a Palestine Liberation Organization mission. Yet the PLO does not govern the lives of Palestinians living under the rule of Hamas in the Gaza strip. Since Hamas and the PLO do not fully recognize one another's sovereignty, Palestine exists in a state of internal limbo as well.

## **The Presentation of Palestine Online**

The complexities of Palestine's diplomatic standing have not prevented its diplomats from migrating online. Like most foreign ministries, the Palestinian ministry operates a plethora of social media accounts at both the embassy and national level. An evaluation of content published by these accounts suggests that the Palestinian digital diplomacy strategy focuses on three aspects: demonstrating international recognition of Palestinian sovereignty, seeking digital recognition and presenting Palestine as a "state in the making".

## **Demonstrating International Recognition**

Many Palestinian embassies focus their efforts on demonstrating international recognition of Palestinian sovereignty. For instance, in the tweet below the PLO delegation to the U.S. informs followers that Algerian geography school books have been recalled, as they failed to label Palestine on maps. As such, the mission informs followers that Palestine does indeed exist as a sovereign state with internationally-recognized borders.



**PLO Delegation to US**  
@PLODelegationUS



Following

## Algerian geography books withdrawn after labelling Palestine as Israel



### **Algerian geography books withdrawn after labelling Palestine as Israel**

The Algerian Ministry of Education ordered the 'immediate' withdrawal of a secondary school geography book yesterday, due to a printing error that labelled...

[middleeastmonitor.com](http://middleeastmonitor.com)

The Facebook post below, published by the Palestinian Embassy in Zimbabwe, also portrays Palestinian sovereignty by informing followers that the Palestinian flag shall soon be raised at the UN headquarters in New York. This again attests to the international recognition of Palestine as an independent state.



Embassy of the State of Palestine / Zimbabwe shared a link.

September 10, 2015 · 🌐



Vote to allow Palestine flag to fly at UN headquarters ✓

General Assembly expected to pass resolution allowing flags of Palestine and the Holy See alongside full member states.

[WWW.ALJAZEERA.COM](http://WWW.ALJAZEERA.COM)

Additional content published online seems to portray Palestine as a state like any other. For instance, the tweet below includes a message of condolence from Palestine to the people of France following the terror attacks in Nice. Notably, the image included in the tweet begins with the words "State of Palestine". This tweet may be seen as an attempt to portray Palestine as an integral part of the international community, a state like any other that stands shoulder to shoulder with other countries in times of tragedy.



**Palestine PLO - NAD**  
@nadplo



Following

**#Palestine** firmly stands in solidarity with **#France** in this painful time.

**State of Palestine**

**Palestine Liberation Organization**

**July 15, 2016**

**PLO Secretary General Dr. Saeb Erekat on Heinous Terrorist Attack in Nice, France**

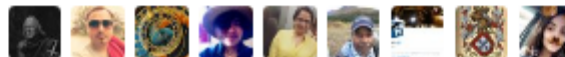
We condemn in the strongest terms the heinous terrorist attack that took place last night in Nice, France. Palestine firmly stands in solidarity with France in this painful time, we extend our sympathies and condolences to the families of the deceased and wish a speedy recovery for those injured.

RETWEETS

48

LIKES

32



Lastly, Palestinian embassies also emphasize the fact that global powers now acknowledge Palestine's standing as an independent state. The tweet below, published by the PLO's negotiations bureau, suggests that France recognizes that Palestine has the same rights, and responsibilities, as Israel. Thus, this tweet portrays Palestine as Israel's equal rather than a quasi-state.



**Palestine PLO - NAD**

@nadplo



Following

Saeb Erekat on French Peace Conference:  
Palestine seeks the same rights and  
responsibilities enjoyed by other states



**Saeb Erekat: Paris peace summit will equalize power between Israel and Pale...**

Secretary General: 20 years of bilateral negotiations have failed. The international community must compel Israel to accept its responsibility as the occupying force ...

[haaretz.com](https://www.haaretz.com)

## Seeking Digital Recognition

In addition to seeking offline recognition, Palestinian digital diplomacy focuses on obtaining digital recognition of Palestinian sovereignty. For instance, in the tweet below Palestinian officials demand that PayPal expand its services to Palestine. The accompanying image is important in its own right, as it depicts a Palestinian national leader sitting in front of the Palestinian national flag, thus demonstrating yet again Palestinian sovereignty.



Palestine PLO - NAD

@nadplo



Following

Dr. Ashrawi calls on [@PayPal](#) CEO Dan Schulman to extend service to [#Palestine](#)  
[dci.plo.ps/EN/index.php?o](https://dci.plo.ps/EN/index.php?o) ...



RETWEETS

30

LIKES

29



Similarly, in the tweet below the PLO mission to the U.S. called on its followers to sign a petition demanding that Palestine be clearly labeled on Google Maps. At the moment, Google Maps only marks the borders of the West Bank and the Gaza Strip without labeling them under the name Palestine.



**PLO Delegation to US**  
@PLODelegationUS



Following

Google, Inc: **GOOGLE: Put Palestine On Your Maps!** - Sign the Petition! [change.org/p/google-inc-g](https://change.org/p/google-inc-g) ... via @Change



**Google, Inc: GOOGLE: Put Palestine On Your Maps!**

The country of Palestine does not appear on Google maps. Why not? Israel, established on Palestinian land, is clearly designated. But there is no mention of Palestine. According to Google, Pal...  
[change.org](https://change.org)

RETWEETS

3



7:55 PM - 9 Aug 2016



Palestine's embassy to Japan also took to Facebook to encourage followers to sign a petition demanding digital recognition of Palestine in Google Maps. The post (seen below) also includes an image taken from Google Maps that clearly labels Israel but not Palestine.





Embassy of Palestine- Tokyo

August 24 at 9:06am · 🌐

<https://www.change.org/p/google-inc-google-put-palestine-on...> ✓



**Google, Inc: GOOGLE: Put Palestine On Your Maps!** ✓

The country of Palestine does not appear on Google maps. Why not? Israel, established on Palestinian land, is clearly designated. But there is no mention of Palestine. According to Google, Palestine does not exist. The omission of Palestine...

WWW.CHANGE.ORG

👍 Like    💬 Comment    ➦ Share

The Palestinian Embassy in Copenhagen took a different approach, by publishing a video containing historical maps that all recognized Palestine prior to the establishment of Israel. This video, seen below, asserts that Palestine has always been recognized offline and must now also be recognized online.



Mission of Palestine - Denmark

August 6 · 🌐

(Palestine in the global historical maps)

Every global and historical maps centuries ago. It mentioned the name of Palestine as the name for our homeland Palestine. Did not mention Israel's name never!!!!



107 Views

👍 Like    💬 Comment    ➦ Share

👍 4

## A State in the Making

The third aspect of Palestine's digital diplomacy strategy focuses on portraying Palestine as a *state in the making*, one that has created the institutions necessary for statehood. For instance, the Palestinian Embassy in Japan recently published a Facebook post informing followers of investment opportunities in Palestine. The information in the post was authored by the Palestinian Investment Promotion Agency, a national institution tasked with laying the financial foundations of the Palestinian state.



Embassy of Palestine- Tokyo added 2 new photos.

March 15 · 🌐

### Investment Incentives in Palestine

The image shows a promotional brochure for investment in Palestine. It features the logo of the Promotion Agency (PIPA) and the Investment Conference. The main title is 'Investment Incentives in Palestine' in both Arabic and English. The brochure lists several incentives, including a 5% tax exemption for profits for 5 years, a 25% employee requirement, and a 70% local content requirement. It also mentions that investments in specific development areas are exempt from customs duties. The bottom of the brochure provides contact information for PIPA: P.O. Box 1984, Palestine, Tel: +970 2 2988793, Fax: +970 2 250 250, Email: pipa@gov.ps, and Website: www.pipa.gov.ps.

Conversely, the Palestinian embassy to Kuwait published a post notifying followers that the Palestinian Supreme Court has decided to halt preparations for the Palestinian municipal elections. The importance of the post arises from its mentioning of the Palestinian Supreme Court and Palestinian municipalities, thus demonstrating that Palestine has created the national institutions necessary for self-rule.



Palestinian Embassy Kuwait

September 8 at 3:18pm · 🌐

<https://www.facebook.com/MaanNewsAgency/posts/10154591189954456>



Palestinian Supreme Court halts municipal elections in the West Bank, Gaza Strip 🟢

<https://www.facebook.com/MaanNewsAgency/posts/10154591189954456>

WWW.MAANNEWS.COM

👍 Like

💬 Comment

➦ Share



Write a comment...



Lastly, an important component of Palestinian digital diplomacy is sports. Palestinian embassies throughout the world routinely highlight Palestinian sports achievements, such as winning an Olympic medal. Such content is important as it demonstrates that Palestine is indeed a state in the making, one that has a national soccer team, a national Olympic committee and a national Olympic team.



**Palestine PLO - NAD**  
@nadplo



Following

Good luck to our national team! [#Palestine](#) V/S [@fft\\_official](#) today at 5:00 PM [#Palestine](#) Time in [#Dura](#) [#Hebron](#)



RETWEETS  
**44**

LIKES  
**51**





**Palestine PLO - NAD**

@nadplo



Following

Alf mabrouk! Congratulations Mary Al Atrash for making it to the finals! You make us proud! #PLE #RioOlympics2016



RETWEETS

163

LIKES

227



9:08 AM - 13 Aug 2016



163

227



 Mission of Palestine - Denmark updated their cover photo. August 6 · 🌐



👍 Like    💬 Comment    ➦ Share

7

 Write a comment... 🗨️

## Conclusion

This post attempted to analyze Palestine's digital diplomacy strategy. At the moment, Palestinian embassies seem to employ social media in order to demonstrate international recognition of Palestinian sovereignty and portray Palestine as a State in the Making. Notably, Palestinian embassies also seem to advocate digital recognition of Palestine. At a time when states occupy both physical and cyber spaces, online recognition may be just as important as offline recognition.

*Photo by Carlos Capote | CC 2.0*

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