

Twiplomacy 2.015

JUST A

tweet

AWAY



Oprah Winfrey ✓
@Oprah

Follow

HI TWITTERS . THANK YOU FOR A
WARM WELCOME. FEELING REALLY 21st
CENTURY .

← Reply ↻ Retweet ★ Favorite



Gideon Rachman
@gideonrachman

Sledovat

Poor Merkel - 24 hours with Putin, then Tsipras in
Brussels for some light relief

10:13, 12. úno. 2015

59 RETWEETŮ 21 OBLÍBENÝCH



EP President ✓
@EP_President

Sledovat

Welcome Hollande-Merkel brokered ceasefire
agreement in #Minsk on #Ukraine. All sides must
now abide by agreement, turn words into actions

11:00, 12. úno. 2015

71 RETWEETŮ 29 OBLÍBENÝCH



☑ estimate 241 mil. active users



Dubai Daily UAE دبي
@DailyDubai

+ Follow

Fire engulfs Torch Tower in #Dubai Marina, residents evacuated, roads closed

emirates247.com/news/fire-engu ...

#DubaiFire



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AWAY

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- ✓ **Why Twiplomacy?**
- ✓ **Because it works!**

Miroslav Lajčák retweeted

 **OSCE** @OSCE - 3. 12.

Less than 24 hrs to go until the OSCE Ministerial Council - follow [#OSCEMC14](#) . [@SwissOSCE2014](#) . [@osce](#) for latest news



← ↻ 32 ★ 6 ...

[Zobrazit další fotky a videa](#)

☑ up close & personal



Carl Bildt ✓
@carlbildt

+ Sledovat

Fairly obvious by his statements that Israel PM [@netanyahu](#) goes to US Congress just to sabotage possibility of nuclear agreement with Iran.



241 RETWEETŮ OBLÍBENÝCH
97



12:37 - 10. 2. 2015

JUST A

tweet

AWAY

JUST A

tweet

AWAY

✓ 505 handles, 106 mil to see



Barack Obama ✓
@BarackObama



Following

Four more years.

pic.twitter.com/bAJE6Vom

← Reply ↻ Retweeted ★ Favorited



667,950
RETWEETS

227,545
FAVORITES



8:16 PM - 6 Nov 12 · Embed this Tweet

Flag media

✓ Obama 1st HoS to
establish Twitter account

@Slovakia MFA

578 tweets

2.461 followers

@MiroslavLajcak

2.154 tweets

4.307 followers

@PeterJavorcik

@V4_PRES

**Ambassadors to U.N,
NATO, UK, PoDir, etc.**

JUST A



tweet

AWAY

CHALLENGE

1

Size does
matter

☑ hard to squeeze your message into
140 chars



Peter Javorcik

@PeterJavorcik

+ Follow

Diskusia o zamestnanosti ako moznej
priorite [#SK_PRES](#) - bit.ly/1DzC4YM. Dalsi
workshop v marci. [@SlovakiaMFA](#)



RETWEETS

35235968/photo/1

FAVORITES



☑ the art of retweeting



Miroslav Lajčák

@MiroslavLajcak

 Follow

We launched [#gas](#) reverse to [#Ukraine](#) today. Pipeline paid for by SK only. 40%+ UA needs covered. Fico-Yatsenyuk mtg good. This is concrete.

1:55 PM - 2 Sep 2014

195 RETWEETS **81** FAVORITES



CHALLENGE

1

Size does matter

CHALLENGE

1

Size does
matter

☑ more
demanding
when linking
images and
websites
[bit.ly](#)



☑ in a constant conflict of acronyms & abbrevs



BBC Sport 
@BBCSport

HT: #AVFC 0-0 #CPFC; #CCFC
0-3 #SAINTSFC; #CFC 1-0
#SWANS; #EFC 0-1 #SAFC;
#NUFC 1-1 #SCFC; #NCFC 1-1
#FFC; #THFC 1-1 #WBAFC;
#WHUFC 0-0 #AFC

26/12/2013 15:49

10 RETWEETS 1 FAVORITE



CHALLENGE

1

Size does matter

CHALLENGE

1

Size does
matter

☑ The art of hashtagging



Miroslav Lajčák
@MiroslavLajcak

+ Follow

w/[#Turkey](#) FM [@MevlutCavusoglu](#):Glad ab
bil/coop boost & friendly rels. Aim=more
econ& [#V4](#) ties.Exchanged region/insights.
Support TR [#EU](#) path



3:16 AM - 11 Dec 2014

☒ English or native?



Dr. Krishna N Sharma

@drkrisharma

माँIbuनाInaမိMeತಾಯಿOmmamMamMāeAnaA
maEmaMoruမိNaiNënëAnneماںماتىதாய்Ma
tiMamăMamaAnyamāmaမိမိမိမိမိမိမိမိမိမိမိမိမိ
тиMareMèreMāteमादरMadreMajka母亲

 Reply Delete Favorite

5:02 PM - 29 Aug 12 · Embed this Tweet

CHALLENGE

2

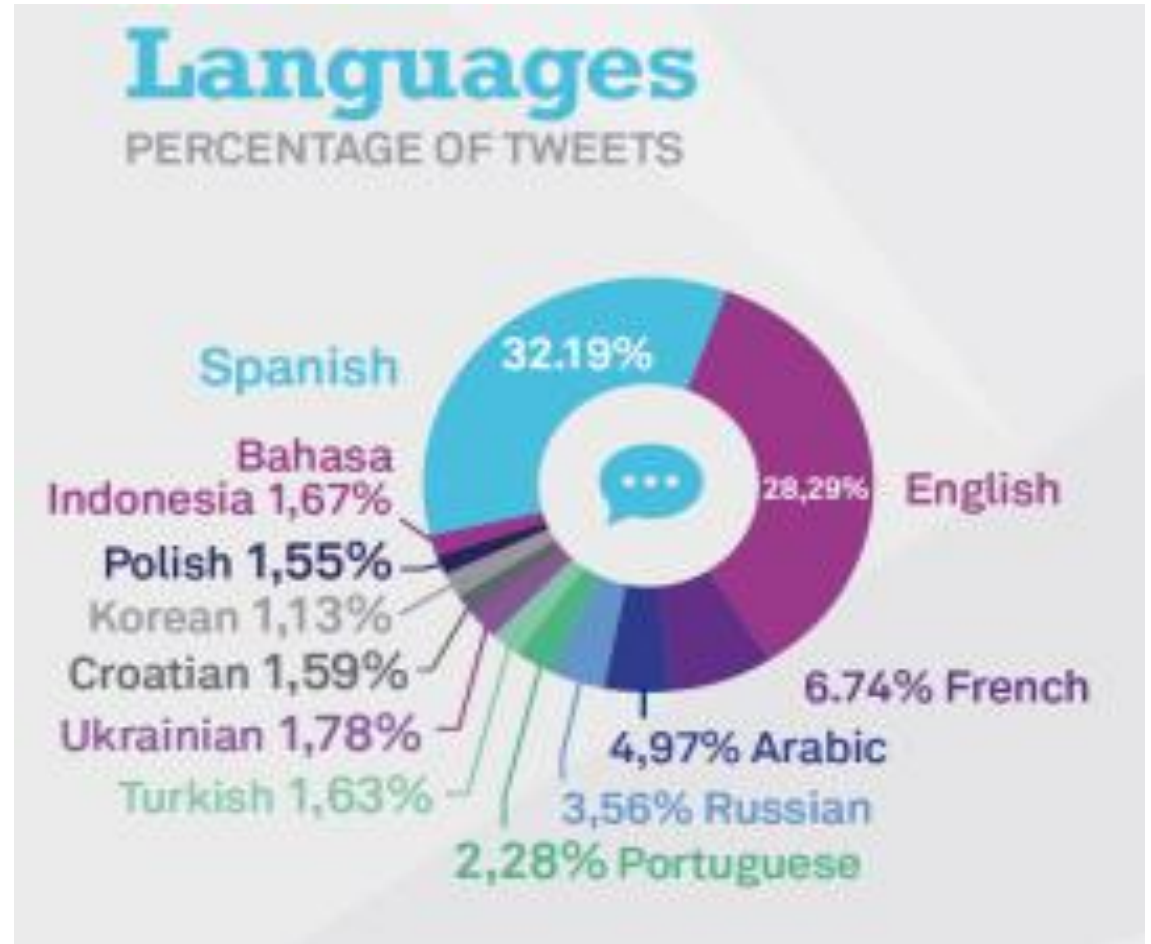
The trivia

CHALLENGE

2

The trivia

☑ Divided by numbers



☑ breaking traditional rules

EESC Eastern Europe SC
@EESC_LT

 Sledovat

Mikhail Khodorkovsky: any weakening of sanctions will be perceived by Putin as a weakening of the West's position. [#VilniusForum](#) [#SnowMeeting](#)

62 RETWEETŮ OBLÍBENÝCH
28



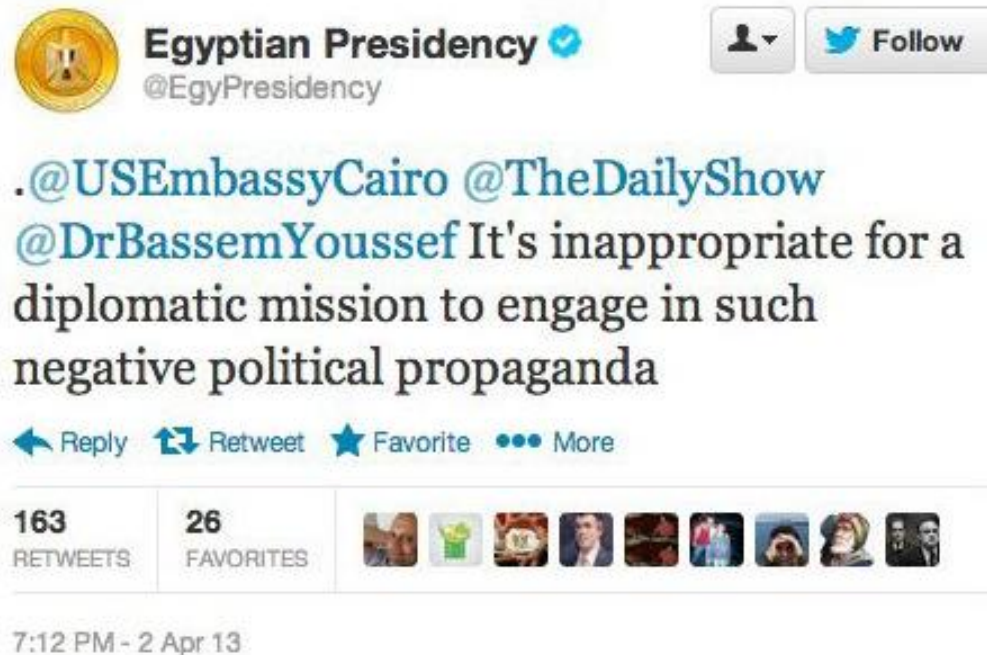
2:52 - 16. 1. 2015

CHALLENGE

3

No rules

☑ breaking traditional rules



CHALLENGE

3

No rulez

CHALLENGE

4

Stay sharp

☑ dare, have fun, remember



CIA
@CIA

+ Follow

We can neither confirm nor deny that this is our first tweet.



RETWEETS 298,772 FAVORITES 190,846



10:49 AM - 6 Jun 2014



Edgars Rinkēvičs
@edgarsrinkevics



+ Follow

I proudly announce I'am gay... Good luck all of you...



RETWEETS 720 FAVORITES 944



9:05 PM - 6 Nov 2014

- ☑ **US PREZ 55 mil. follws**
- ☑ **Hugo Chavez 4 mil. +**
- ☑ **Queen of Jordan 2,8 mil.**

SO WHAT?

CHALLENGE

5

**Peers &
publicists**

CHALLENGE

6

Strong message

☑ keep on ticking



Miroslav Lajčák
@MiroslavLajcak

+ Follow

[#HolocaustMemorialDay](#) + [#Auschwitz70](#)
anniv. today: [#Jewish](#) & also mankind's
darkest hour. Standing reminder: pause,
think & repeat no more!



Slovakia MFA
@SlovakiaMFA

+ Follow

Where development assistance is the goal,
volunteering is the tool. To help in need is
to help indeed. Launching [#EYD2015](#) at
[@SlovakiaMFA](#)



If she can do it, you can!



3:39 AM - 24 Oct 2014

CHALLENGE

7

Follow the example



**Thank you for
your
attention!**