Abstract

Online social networking services recently become one of the most important tools of communication. Also national states understand their advantages and they try to actively use Facebook, Twitter and other social networks. The purpose of my thesis is to find out how the European Union and especially the European External Action Service is able to use Twitter as a tool of public diplomacy. This research is focused solely on Twitter communication during the Ukrainian crisis from its beginning to the end of the term of the High Representative Catherine Ashton. The thesis is divided into two parts. The first part introduces the research topic from a theoretical perspective, there is a description of the main features of public diplomacy and digital diplomacy. Then the thesis presents several examples of the successful use of Twitter for public diplomacy. The second part contains an analysis of the European Union’s activities on Twitter during the Ukrainian crisis. The greater part of the analysis examines only the Twitter account of the European External Action Service. The thesis concludes that the European External Action Service does not use opportunities of Twitter enough, these opportunities include the ability to capture the attention of large number of users through interesting tweets or two-way communication with users.