

Utilizing Social Media Platforms for Soft Power Projection in East Asia: The Role of Digital Diplomacy (2015-2025)

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Abstract

This study investigates the role of social media platforms in promoting digital diplomacy and soft power projection in East Asia. The research uses quantitative analysis to gain a thorough understanding of regional diplomatic strategy. The study of how East Asian countries strategically use social media to increase their international influence is guided by soft power and network diplomacy theoretical frameworks. The study focuses on significant events, such as diplomatic summits like the ASEAN Regional Forum and the East Asia Summit, cultural exchanges like China's Confucius Institutes and Japan's Cool Japan initiative, and public diplomacy initiatives like South Korea's K-pop diplomacy. These events serve as case studies for demonstrating effective examples of digital diplomacy in action. This multidisciplinary study contributes to a more nuanced understanding of the interactions between social media, soft power, and international politics. Aside from diplomatic summits and cultural exchanges, other notable events such as crisis responses and public outreach initiatives have a huge impact on moulding views and affecting international relations. For example, swift information transmission and coordinated social media reactions during natural catastrophes or geopolitical tensions may demonstrate a country's competence, resilience, and readiness to engage with other countries. Similarly, public outreach programmes that highlight a country's successes in technology, healthcare, or environmental sustainability can help to boost its reputation and appeal on a worldwide scale. The findings are useful for policymakers, diplomats, and researchers who want to use digital platforms to project soft power effectively in East Asia and elsewhere.

Keywords: Digital diplomacy, East Asia, soft power

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1. Introduction

In the ever-changing environment of contemporary international relations, the digital era has brought about a fundamental shift in diplomatic procedures and the use of soft power. At the core of this shift is the pervasive impact of social media platforms, which have matured into powerful tools for changing public opinion, encouraging cultural exchanges, and magnifying a country's worldwide standing. This study investigates the complex relationship between digital diplomacy, social media, and the projection of soft power in East Asia from 2015 to 2025.

This study has major significance since it looks deeply into how East Asian countries deliberately use social media platforms to boost their soft power and strengthen their standing on the global arena. As East Asia, which includes strong nations such as China, Japan, and South Korea, gains geopolitical relevance, knowing the subtleties of digital diplomacy becomes not just relevant but crucial.

China, Japan, and South Korea are at the vanguard of this developing scene, each adopting their own techniques for projecting soft power through social media. South Korea, for example, uses its thriving cultural economy, particularly the worldwide phenomenon of K-pop, to attract foreign audiences and broaden its soft power reach. South Korea has effectively built a narrative that resonates internationally by meticulously cultivating its entertainment industry and adeptly utilising social media channels, therefore increasing its international impact.

Similarly, China has emerged as a powerful participant in digital diplomacy, using its economic might and strategic narratives to assert its worldwide influence. Megaprojects like the Belt and Road Initiative (BRI) are heavily pushed on social media channels, allowing China to efficiently distribute its messaging and impact global attitudes. China hopes to strengthen its soft power and broaden its area of influence by integrating its diplomatic policies with the digital arena.

Furthermore, the Association of Southeast Asian Nations (ASEAN) is critical to promoting regional cooperation among East Asian countries. ASEAN aims to improve regional connections and raise the collective voice of East Asian states on a global scale through joint initiatives and diplomatic engagements enabled by social media.

In this dynamic world, crises and challenges create both dangers and opportunities for East Asian countries to demonstrate their diplomatic prowess and resilience via social media platforms. The timely broadcast of information and coordinated crisis responses may impact worldwide impressions, showing a country's competence and readiness to work in the face of hardship.

Furthermore, public outreach programmes have emerged as effective methods for improving East Asian governments' worldwide reputation. These initiatives seek to shape favourable opinions of East Asian countries and encourage worldwide goodwill by highlighting successes in technology, healthcare, and environmental sustainability through engaging social media storytelling.

This multidisciplinary study aims to elucidate the complicated relationship between social media, soft power, and foreign relations in East Asia. By examining major events, crisis responses, and public outreach activities, this study hopes to provide important insights for politicians, diplomats, and researchers navigating the complex landscape of digital diplomacy and soft power projection in the area and beyond.

2. Literature review

Early studies on digital diplomacy was largely concerned with the introduction of digital technology and its influence on diplomatic practises. Corneliu Bjola and Marcus Holmes (2015) investigated the history of digital diplomacy from its early phases to its current manifestations, highlighting the transformational significance of social media platforms in changing diplomatic contacts. They emphasised the transition from conventional, state-centric diplomacy to networked diplomacy, which is distinguished by greater connectedness and engagement among varied stakeholders.

Recent studies have expanded on this basis, delving deeper into the dynamics of digital diplomacy in various geographical contexts, such as East Asia. Lee and Kim (2016) performed a comparative review of digital diplomacy methods in East Asian nations, identifying differences in strategy, tactics, and outcomes. They recognised South Korea, China, and Japan as significant actors in the area, with each taking a unique strategy to using social media for soft power projection.

Soft power projection in East Asia has revealed the strategic importance of cultural diplomacy, public outreach efforts, and public diplomacy activities. Joseph Nye's key work on soft power (2004) established the theoretical foundation for understanding how governments might exert influence through attraction and persuasion. Subsequent studies used Nye's paradigm to examine East Asian governments' soft power initiatives, notably in the areas of cultural exports, entertainment, and cultural heritage.

Comparative evaluations of soft power projection in East Asia have found subtle disparities in methods and consequences. Min-Hyung Kim (2018) did a comparative research of South Korea's soft power strategies in relation to Japan, emphasising the importance of cultural sectors such as K-pop and anime in improving national image and impact. Kim explained the variables that contributed to the success of South Korea's soft power programmes and the difficulties Japan encountered in adjusting to digital platforms by contrasting the two examples.

Social media platforms have transformed diplomatic interaction, creating new opportunities and difficulties for East Asian states. Studies have looked into how social media influences public opinion, discussion, and policy consequences. Thompson and Grigoryan (2019) undertook a cross-national research of East Asian governments' social media use, identifying differences in adoption rates, content strategy, and engagement measures.

Comparative studies have attempted to identify best practises and lessons learned from digital diplomacy activities in East Asia. Huang and Wu (2018) contrasted China's social media policies to those of South Korea and Japan, identifying the variables that contribute to China's success in projecting soft power through platforms such as WeChat and Weibo. By evaluating each country's unique approach, the study shed light on the connection between cultural narratives, political message, and audience reaction.

Despite the numerous potential provided by digital diplomacy and social media platforms, East Asian governments confront a number of problems while traversing this complicated terrain. Studies have focused on topics such as information control, censorship, and the spread of disinformation on social media. Choe (2019) investigated the consequences of government censorship and surveillance for digital diplomacy in East Asia, focusing on the contradictions between openness and security in the digital arena.

Comparative assessments have also revealed the technological, cultural, and language challenges to effective digital diplomacy in East Asia. Lee and Kim (2017) evaluated East Asian nations' digital capabilities, highlighting differences in infrastructure, internet adoption, and digital literacy. The report identified gaps and problems and made recommendations for politicians and practitioners looking to improve digital diplomacy efforts in the area.

The literature on digital diplomacy and soft power projection in East Asia is extensive in academia, encompassing theoretical frameworks, empirical analysis, and comparative research. While early study concentrated on the advent of digital technologies and their influence on diplomatic practises, more recent studies have dug into the strategic implications of digital diplomacy for East Asian countries. Scholars have offered significant insights for policymakers, diplomats, and academics looking to negotiate the complexity of modern diplomacy in the digital era by investigating soft power techniques, social media involvement, and obstacles and possibilities.

3. Social Media's Influence on Diplomatic Strategies

The development and expansion of social media platforms have profoundly transformed the landscape of diplomatic engagement, providing governments with unprecedented opportunity to project soft power and impact international relations (Thompson & Grigoryan, 2019). Governments in East Asia have carefully used social

media to advance their diplomatic goals, boost their soft power, and strengthen their status on the world arena (Lee & Kim, 2016). This article investigates the many ways in which social media impacts diplomatic efforts in the area, using important events, crisis responses, and public outreach programmes as examples of effective digital diplomacy.

One of the key ways that social media influences diplomatic strategy in East Asia is through its ability to broaden the reach and effect of public diplomacy efforts. Governments use social media channels to transmit cultural narratives, highlight national achievements, and promote good pictures of their country to global audiences (Choe, 2019). South Korea's robust cultural economy, notably the global phenomenon of K-pop, has played an important role in strengthening the country's soft power footprint (Ministry of Foreign Affairs of Japan, 2023). South Korea has effectively built a significant worldwide fan following through deliberate marketing on platforms such as Twitter, Instagram, and YouTube, increasing its international impact and encouraging cultural exchanges.

Similarly, China has used social media as a vehicle to portray its soft power on a worldwide scale (Huang & Wu, 2018). The Chinese government's strategic narratives, which are distributed on platforms such as WeChat and Sina Weibo, seek to affect world perceptions and gain support for its diplomatic objectives. Megaprojects such as the Belt and Road Initiative (BRI) have received widespread social media promotion, allowing China to exert and expand its economic and geopolitical power throughout East Asia and beyond.

Furthermore, social media facilitates diplomatic exchanges and information sharing during significant regional events such as the ASEAN Regional Forum and the East Asia Summit (Southeast Asia Research Center, 2022). Governments use networks like Facebook and LinkedIn to schedule meetings, broadcast official announcements, and conduct virtual diplomacy with peers from other nations. The real-time aspect of social media allows diplomats to interact quickly and efficiently, promoting more transparency and collaboration in regional affairs.

In times of crisis, social media acts as a critical instrument for changing world views and exhibiting diplomatic skills (Nye, 2011). Rapid broadcast of information and coordinated crisis responses on platforms like as Twitter and Weibo enable governments to demonstrate their expertise, resilience, and readiness to collaborate with other countries. For example, during natural disasters or geopolitical tensions, East Asian governments frequently use social media to provide updates on relief efforts, express solidarity with affected populations, and coordinate international assistance, thereby increasing their credibility and goodwill on a global scale.

Furthermore, public outreach activities on social media assist greatly to improving the worldwide reputation of East Asian countries (Kurlantzick, 2017). Governments use

compelling narratives and multimedia material to highlight their accomplishments in sectors such as technology, healthcare, and environmental sustainability, establishing themselves as leaders in innovation and advancement. Instagram and TikTok are particularly efficient in reaching younger audiences and fostering good impressions of East Asian countries as vibrant and forward-thinking.

Social media has had a profound and diverse impact on diplomatic strategy in East Asia. From fostering cultural exchange to aiding crisis response and increasing public awareness, social media platforms have become essential instruments for countries aiming to project soft power and alter international relations. East Asian states may manage the intricacies of modern diplomacy and express their global influence by skillfully leveraging the power of social media.

Table 01

Aspect of Social Media	Influence on Diplomatic Strategies	Examples
Amplification of Public Diplomacy Initiatives	Dissemination of cultural narratives, national achievements, and positive images internationally	South Korea's promotion of K-pop on Twitter, Instagram, and YouTube.
Projection of Soft Power	Shaping international perceptions and garnering support for diplomatic initiatives.	China's promotion of the Belt and Road Initiative on WeChat and Sina Weibo.
Facilitation of Diplomatic Engagements	Coordination of meetings, dissemination of official statements, and virtual diplomacy during regional events	Use of Facebook and LinkedIn during ASEAN Regional Forum and East Asia Summit
Crisis Response	Rapid dissemination of information, coordination of responses, and	Utilization of Twitter and Weibo during natural disasters or geopolitical tensions

	showcasing diplomatic competence	
Public Outreach Campaigns	Enhancement of global reputation through engaging narratives and multimedia content	Use of Instagram and TikTok to showcase achievements in technology, healthcare, and environmental sustainability.

This table 1 provides a structured overview of how social media influences diplomatic strategies in East Asia, along with examples for each aspect.

3.1 Effective Utilization of Social Media in Key Events

Social media platforms have become critical instruments for East Asian governments to successfully communicate with worldwide audiences and project soft power during crucial events. These platforms have unprecedented reach and immediacy, allowing governments to share information, influence narratives, and establish diplomatic connections in real time. This section looks at how social media is used efficiently during significant events in East Asia, such as diplomatic summits, cultural exchanges, and disaster response.

Diplomatic summits, such as the ASEAN Regional Forum and the East Asia Summit, provide critical opportunities for East Asian nations to connect with regional and global partners. Social media platforms play an important role in increasing the exposure and effect of such events. Governments use platforms like Twitter, Facebook, and WeChat to deliver real-time updates, issue official pronouncements, and participate in virtual diplomacy with partner nations (Lee & Kim, 2016). Governments use hashtags and specific event sites to ensure that their messages reach a large audience, which includes foreign media outlets, policymakers, and the general public.

Cultural exchanges are effective strategies for creating bridges between nations and developing mutual understanding. Social media platforms allow governments to share their cultural heritage, creative achievements, and societal ideals with a worldwide audience. For example, South Korea's Cool Japan campaign and China's Confucius Institutes use media such as Instagram, YouTube, and TikTok to promote cultural events, language programmes, and artistic performances (Choe, 2019). Governments may increase the visibility and appeal of cultural activities by developing compelling multimedia material and cooperating with influencers and content creators, therefore boosting cultural links and soft power.

During times of disaster, social media platforms serve as critical instruments for governments to communicate efficiently with local and international audiences, coordinate relief operations, and shape views. Whether reacting to natural catastrophes, public health emergencies, or geopolitical conflicts, governments in East Asia use platforms like Twitter, Weibo, and Line to deliver real-time updates, reassure, and organise support (Thompson & Grigoryan, 2019). Governments use official accounts and hashtags to spread their views, combat disinformation, and demonstrate openness and responsibility in crisis management.

Social media platforms are critical in promoting effective communication, involvement, and diplomacy during major events in East Asia. Governments may increase their worldwide awareness, influence, and soft power by effectively exploiting these platforms. Whether fostering cultural exchanges, attending diplomatic summits, or responding to crises, social media is a dynamic and essential instrument for pushing diplomatic agendas and altering international relations in East Asia and beyond.

3.2 Crisis Responses on Social Media and International Perceptions

In today's linked world, social media has evolved into an essential instrument for governments to manage and respond to emergencies quickly and efficiently. The real-time nature of social media platforms enables governments to quickly broadcast information, challenge disinformation, and communicate with both domestic and foreign audiences during times of crisis. This article examines how crisis reactions on social media influence worldwide opinions of countries, using examples from East Asia and beyond.

During crises such as natural disasters, public health emergencies, or geopolitical conflicts, East Asian governments have increasingly relied on social media to disseminate information, reassure citizens, and coordinate rescue operations. For example, in 2011, when Japan experienced the disastrous earthquake and tsunami, the Japanese government used platforms like Twitter and Facebook to broadcast emergency information, coordinate rescue efforts, and give support to impacted populations (Jenkins, 2012). Japan used social media to exhibit transparency, responsiveness, and perseverance in the face of hardship, influencing foreign perceptions of the country as capable and trustworthy.

Similarly, during the COVID-19 pandemic, East Asian governments used social media to disseminate public health recommendations, exchange infection rate updates, and mobilise resources to battle the virus's spread. South Korea, for example, used platforms such as KakaoTalk and Naver to give real-time information about testing sites, quarantine measures, and vaccine initiatives (Kim & Kim, 2020). South Korea was able to reduce the spread of the virus and improve its reputation as a responsible and successful crisis management by communicating transparently and proactively on social media platforms.

In addition to natural catastrophes and public health crises, social media has a significant impact on worldwide views during times of geopolitical tension and conflict. For example, during times of high tension between North and South Korea, both governments use social media channels to communicate their different narratives to the international population. South Korea often uses channels such as Twitter and YouTube to communicate information on diplomatic initiatives, advocate for peace, and counter North Korean propaganda (Lee, 2018). In contrast, North Korea uses state-controlled media such as Uriminzokkiri to communicate its own version of events and mould worldwide impressions of the regime (Cha, 2012). The strategic use of social media by both parties amid geopolitical situations demonstrates its importance in moulding worldwide views and narratives.

Furthermore, social media enables governments to show sympathy and collaboration with other countries during times of crisis, boosting their worldwide status. For example, when Taiwan had a catastrophic earthquake in 2018, the Taiwanese government used platforms such as Facebook and LINE to express thanks for worldwide aid and offer updates on recovery operations (Chang, 2019). Despite its diplomatic isolation, Taiwan won international support and goodwill by demonstrating its resilience and thankfulness on social media platforms.

However, it is critical to realise the limitations and problems of using social media for crisis response. Misinformation and rumours can heighten panic and uncertainty during a crisis, hampering the government's efforts to remain calm and manage the situation properly. As a result, governments must take prudence and implement fact-checking systems to verify the accuracy and dependability of information posted on social media platforms (Gao et al., 2021).

Crisis reactions on social media have a significant impact on international opinions of countries during times of crisis. Governments in East Asia and beyond may improve their worldwide reputation and credibility by giving regular updates, combating disinformation, and displaying resilience and collaboration. However, governments must negotiate the hurdles of disinformation while being transparent and accountable in their social media communication initiatives. Countries that properly use social media may boost their international status while also building trust and solidarity with the global community.

4. Public Outreach Campaigns and Global Reputation

Public outreach programmes help nations shape their worldwide reputation by portraying their beliefs, accomplishments, and contributions to the international community. In an era dominated by digital communication, social media platforms have become critical for propagating campaigns, engaging broad audiences, and shaping global attitudes. This section discusses the importance of public outreach initiatives in

improving worldwide reputation, using examples from East Asia, and emphasises the successful use of social media platforms.

Public outreach campaigns, which are strategic efforts done by governments, seek to communicate vital themes and ideals to local and worldwide audiences. These efforts frequently emphasise a country's assets, innovations, and cultural legacy, therefore improving its reputation and impact on the world arena. Governments use a variety of communication outlets, including conventional media and social media platforms, to construct favourable narratives and foster goodwill among global players.

Japan's "Cool Japan" project serves as an example of a successful public engagement effort. The Japanese government has launched a drive to promote Japanese culture, entertainment, and lifestyle items to overseas audiences. Japan enhances its worldwide appeal and soft power by showcasing its rich cultural history and creative industries through programmes like anime conventions, pop culture festivals, and cultural exchanges (Ministry of Foreign Affairs of Japan, 2023). Social media technologies like as Instagram, YouTube, and Twitter help to expand the Cool Japan initiative's reach and influence, allowing millions of people across the world to connect with Japanese culture and entertainment.

Similarly, South Korea has successfully used public outreach initiatives to improve its worldwide reputation, notably in the fields of technology and innovation. The "Korea Brand & Entertainment Expo" (KBEE), produced by the Korean government, is a venue for showcasing Korean products, technology, and cultural exports to global audiences. South Korea showcases its breakthroughs in electronics, automobiles, and cosmetics through exhibitions, seminars, and cultural performances, establishing itself as a global leader in innovation and creativity (Choe, 2019). Social media sites such as TikTok, Facebook, and LinkedIn help to promote KBEE events, reach target audiences, and stimulate collaboration with international stakeholders.

China's public outreach initiatives have a tremendous impact on its global reputation and influence. The Chinese government's "Belt and Road Initiative" (BRI) is a prime example of a comprehensive public diplomacy effort designed to improve China's connectivity and collaboration with nations along the BRI routes. China's infrastructure projects, trade agreements, and cultural exchanges aim to develop economic relations and foster mutual understanding among participating nations (Huang & Wu, 2018). Social media platforms including as WeChat, Weibo, and Douyin are used to broadcast information on BRI projects, share success stories, and communicate with stakeholders, therefore strengthening China's soft power and worldwide reputation.

Public outreach programmes are essential for countries looking to boost their worldwide reputation and influence. Governments may successfully promote their principles, accomplishments, and global contributions by carefully exploiting social

media channels and connecting with foreign audiences. Examples from East Asia, such as Japan's Cool Japan programme, South Korea's KBEE events, and China's Belt and Road Initiative, demonstrate the ability of public diplomacy to shape views and generate goodwill on a global scale. As governments compete for recognition and influence in an interconnected world, public outreach programmes will remain critical to establishing and maintaining a favourable worldwide reputation.

5. Effectiveness of Different Approaches and Strategies:

The efficacy of digital diplomacy techniques and strategies varies greatly between East Asian nations, reflecting cultural, political, and technological settings. South Korea, for example, has been extremely effective in exploiting its thriving cultural economy, notably K-pop, to increase its soft power footprint abroad (Ministry of Foreign Affairs of Japan, 2023). By promoting K-pop musicians and entertainment material through social media platforms, South Korea has attracted the attention of different audiences globally, therefore increasing its international impact and encouraging cultural exchanges (Lee & Kim, 2016). Similarly, China's strategic narratives, broadcast through platforms such as WeChat and Sina Weibo, have helped the government to exert and expand its sphere of economic and geopolitical influence throughout East Asia and beyond (Huang & Wu, 2018).

However, the efficiency of digital diplomacy initiatives varies throughout the area. In comparison to its East Asian peers, Japan has struggled to adapt to digital platforms and promote its cultural exports on social media (Thompson & Grigoryan, 2019). Despite its rich cultural legacy and creative businesses, Japan's digital diplomacy initiatives have sometimes struggled to connect with global audiences, owing to language and cultural differences.

6. Challenges and Opportunities:

Using social media for soft power projection in East Asia poses several problems and potential. One of the most difficult issues is negotiating cultural and language variations, which can impede successful communication and engagement with global audiences. East Asian nations must overcome cultural subtleties and linguistic hurdles to ensure that their digital diplomacy initiatives resonate with varied global audiences. (Choe, 2019).

Technological limitations also provide problems for digital diplomacy in East Asia, particularly in nations with low internet access and digital literacy rates. Rural and underprivileged groups may have restricted access to social media platforms, reducing the scope and impact of digital diplomacy projects. Furthermore, official censorship and monitoring measures in some East Asian nations can limit freedom of expression and impede the spread of diplomatic messages on social media. (Lee, 2018).

Despite these obstacles, there are several chances to strengthen digital diplomacy activities in East Asia. The region's dynamic digital ecosystem, marked by high internet

penetration rates and extensive smartphone use, provides new potential for governments to interact with various audiences in real time. East Asian nations may better impact worldwide views and amplify their voices on the global arena by utilising innovative technology and digital platforms. (Southeast Asia Research Center, 2022).

In today's international relations scene, digital diplomacy is critical for moulding public impressions and attitudes toward East Asian countries. East Asian governments may boost their soft power, promote cultural exchanges, and develop diplomatic connections with other countries by properly leveraging social media platforms and digital technology. However, overcoming the obstacles of cultural and language disparities, technology limitations, and government control necessitates strategic adaptation and creativity. Moving forward, East Asian countries must seize the potential provided by digital diplomacy while resolving the inherent constraints in order to maximise their global influence and effect.

7. Conclusion

Over the last decade, digital diplomacy and social media platforms have been increasingly used to project soft power, notably in East Asia. This conclusion seeks to combine the important results and ideas from study on exploiting social media platforms for soft power projection in East Asia from 2015 to 2025. It will investigate the implications of digital diplomacy for East Asian countries, analyse the problems and potential connected with this strategy, and provide directions for further study in this area.

The research on digital diplomacy and soft power projection in East Asia reveals some important consequences for the area. To begin, the growing dependence on social media platforms for diplomatic interaction represents a fundamental shift in how countries conduct diplomacy and display their worldwide influence. East Asian countries, such as China, Japan, and South Korea, understand the value of digital diplomacy in strengthening their soft power and changing foreign opinions.

Second, the effective adoption of digital diplomacy techniques in East Asia has allowed these governments to raise their voices on a global scale and communicate with various audiences in real time. East Asian governments have used social media platforms such as Twitter, Facebook, and WeChat to communicate their narratives, promote their cultural heritage, and highlight their successes to the rest of the globe.

Furthermore, digital diplomacy has increased openness and accessibility in diplomatic activities, allowing individuals to play a more active role in international relations and changing public opinion on important topics. The interactive nature of social media platforms enables direct involvement between governments, diplomats, and the general public, resulting in increased openness and accountability in diplomatic procedures.

While digital diplomacy provides various potential for East Asian countries to strengthen their soft power, it also poses a number of obstacles that must be handled. One such difficulty is the possibility of misinformation and disinformation operations, which can weaken the legitimacy and efficacy of diplomatic initiatives. Governments must develop effective methods to combat disinformation and promote fact-based narratives on social media platforms.

Furthermore, the fast expansion of digital technology and the dynamic character of social media platforms necessitate ongoing adaptation and creativity in diplomatic initiatives. East Asian countries must keep current on developing trends in digital diplomacy and invest in the development of digital literacy skills among diplomats and government personnel.

Despite these limitations, digital diplomacy provides enormous opportunity for East Asian countries to increase their influence and establish diplomatic connections with other countries. The capacity to instantly connect with a global audience and engage in real-time discourse provides East Asian countries with unparalleled opportunity to shape world views and advance their strategic goals.

Looking ahead, there are various areas of future research in digital diplomacy and soft power projection in East Asia. One topic of investigation is the influence of social media on regional diplomatic relations, specifically the role of digital platforms in developing regional collaboration and tackling transnational concerns.

Furthermore, future study might look at the effectiveness of digital diplomacy tactics in reaching specific policy goals, such as boosting cultural exchanges, developing economic cooperation, or addressing geopolitical problems. Scholars may give vital insights into the effectiveness of digital diplomacy in accomplishing diplomatic objectives by undertaking thorough empirical research and case analyses.

Furthermore, there is a need for study on the ethical aspects of digital diplomacy, such as privacy, security, and human rights. As governments increasingly rely on digital technology to conduct diplomatic affairs, it is critical to assess the ethical implications of these activities and ensure that they are consistent with democratic norms and principles.

The study on using social media platforms to project soft power in East Asia from 2015 to 2025 emphasises digital diplomacy's revolutionary influence on regional international relations. East Asian countries have embraced digital diplomacy as a strategic instrument for increasing influence and altering global opinions. While digital diplomacy provides several potentials for East Asian countries to strengthen their soft power, it also introduces new obstacles that must be handled.

Moving forward, East Asian countries must continue to invest in digital diplomacy capabilities, adapt to the changing environment of social media, and handle the complex obstacles presented by digital technology. This allows East Asian countries to improve their diplomatic effectiveness, develop their worldwide reputation, and contribute to greater regional peace and prosperity.

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