

Abstract

In today's world country brand has become a key instrument for the governments. Country brand demonstrates the correlation of history, culture, geographical location and government. Countries utilize country brands to advance their local brands, increase FDIs, and boost travel industry.

To understand how well the country brand is, we need to understand how the public interest in the transmitted message, conceive the data, find out the matter of it, and allocate to second-users. Social media has changed the location where the information is received. Now these processes happen on social media context, and the phenomena became a leading factor for country branding activities. Therefore, governments are creating new strategies to deal with social media, which needs to be differentiated from traditional one.

Social media is very popular and efficient, in one hand it is an incredible platform for governments to promote their country brands, in another hand, the users can get deceit statements very quickly and easily. This condition makes it increasingly hard to deal with queries related to a country brand, provokes nations to share the best values of theirs, and enables people in general to make its own, conceivably contending, ideas about a nation

The idea of this paper is to analyze the effect of social media on country branding and how the governments use social media to build their international image.