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Digital Diplomacy and Kazakhstan’s Global Image



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Today’s world is interconnected one and we are living in digital era. Thanks to technological developments that people living in different parts of the world are connected to each other through digital platforms. Just as we judge people for not being aware of digital platforms and technologies, countries are also judged in a similar way based on their



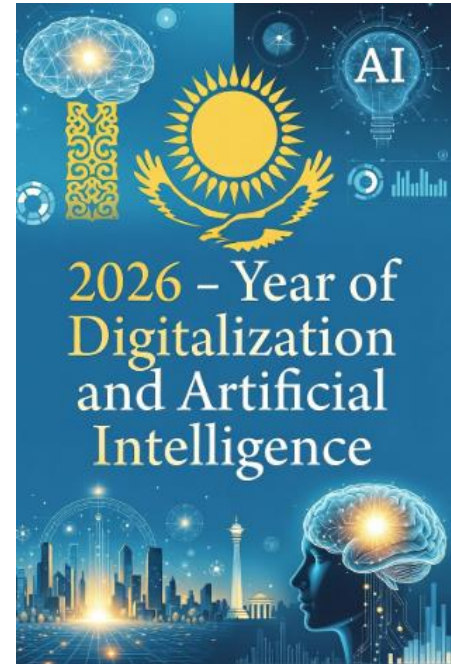
methods of diplomacy. It is so because in today’s world, traditional diplomacy alone is not enough. Social media, online campaigns, and digital communication have become powerful tools for shaping the global image of nations. This is called as **Digital Diplomacy** or **Digiplomacy** or **eDiplomacy**. Digital diplomacy refers to the use of internet, ICTs, and social media platforms by a country in order to achieve its diplomatic and foreign policy goals. Kazakhstan has effectively used this approach to enhance its global image and strengthen international ties. In this digital revolution Kazakhstan is a proactive player and offers most of its government services online, and government bodies and officials maintain an active social media presence. The government of Kazakhstan uses social media and other digital platforms to tell people about its culture, economic progress, and international cooperation with the world.

Using Digital Platforms to Build a Positive Image

Under the leadership of His Excellency President Kassym-Jomart Tokayev, Kazakhstan is rapidly transforming itself into a digital power. The year 2026 has been declared as the



“Year of Digitalization and Artificial Intelligence” by the President of Kazakhstan. It is so because the leadership of Kazakhstan knows the importance of digital media. In the January 5 interview, H.E. President Tokayev said, “Kazakhstan must become a digital power. This is a matter of our collective survival as a civilized nation in a new technological era.” He further said, “the emergence of artificial intelligence has created a clear dividing line between countries that will succeed in entering the future and those that will remain in the past.” This interview and even the state-of-the-nation speech of the President of Kazakhstan in September 2025 in which he outlined his vision for the country’s digital transformation, underscore dedication and the commitment of the leadership of Kazakhstan towards integrating digital tools in daily lives and official usage also. To make this happen on government level, Kazakhstan has embraced digital platforms like X Corp (formerly Twitter), Facebook, Instagram, and official government websites to connect with global audiences. Embassies, ministers, and the leaders of Kazakhstan remain active on digital media platforms and share updates about cultural events, national and international achievements, and international partnerships. The government of Kazakhstan showcasing the initiatives of their President and his role in peace, stability, regional cooperation, and economic reforms is a classic example of the use of digital media in building a positive image on global front.





Using these platforms, Kazakhstan presents itself as a peaceful, peace loving, and a cooperative nation. It shares stories about its role in global discussions on nuclear disarmament, climate change, and regional stability. It shares stories about its role in global discussions on nuclear disarmament, climate change, and regional stability.

Digiplomacy also enables Kazakhstan to showcase its economic development to the world.

The country regularly shares updates about investment opportunities, infrastructure projects, strategic agreements, and partnerships with global companies on its official social media accounts. This soft image and



nation branding not only attracts foreign investors, it helps Kazakhstan earn their trust as a stable and business friendly nation and also strengthens country's position in the international market.

Alongside promoting its national identity, culture, and economic progress, Kazakhstan uses digital tools to promote tourism also. Breathtaking images of landscapes like the steppe, mountains, and modern cities such as Astana, the capital of Kazakhstan, are widely shared across various digital media platforms. These visuals attract tourists, grab their attention, thereby creating job opportunities, helping local businesses grow, strengthening tourism industry, that eventually leads to economic development.



What I like the most about Kazakhstan's digiplomacy is its cultural promotion. Unlike South Asian cultures that are known across the world, Central Asian cultures are not widely known. These countries are rich in history, traditions, and diversity but not many people are aware of it. That's why Kazakhstan uses online media platforms to share its rich heritage with the world. Music, food, festivals, cultural dresses, and other various traditions are showcased on social media platforms and other digital media platforms as a part of Kazakhstan's broader digital campaigns. It helps people living in different parts of the world understand Kazakh culture, traditions, and values.

In Kazakhstan, major international events are also promoted online. Expo 2017 that focused on future energy is a clear example. This digital promotion helped Kazakhstan successfully attract participants from across the world and the event also gained global attention. The event showed the country's ability to host large international gatherings and contribute to global discussions.

In addition to this, Kazakhstan ranks among the top ten countries globally in the UN Online Services Index, with over 90% of public services available online. This makes Kazakhstan a technologically efficient state. Such use of digital platforms not only enhances country's global image but also facilitates citizens by giving them easy access to all services.

A Rising Global Presence

Kazakhstan timely realized the importance of digital awareness. It understood that in this digital era, survival and success both depend on the integration of digital tools in formal diplomatic and foreign engagements. Therefore, eDiplomacy has emerged as a key tool for



Kazakhstan in shaping its global image. Kazakhstan is not using social media for hate speech or criticizing others, instead, it is using all the digital media platforms for presenting itself as a modern, open, and forward-looking nation.

Kazakhstan's efforts show how a country can use digital tools to improve its reputation and influence. As technology continues to evolve, digital diplomacy will become even more important. With its proactive approach and clear vision, Kazakhstan is well-positioned to strengthen its global presence and continue building a positive image on the world stage.