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### CHARACTERISTICS OF DIGITAL DIPLOMACY OF SMALL STATES: THE CASE OF THE REPUBLIC OF KOSOVO

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# CHARACTERISTICS OF DIGITAL DIPLOMACY OF SMALL STATES: THE CASE OF THE REPUBLIC OF KOSOVO

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## ABSTRACT

The role and importance of digital diplomacy is growing at an extraordinary speed as a result of its adoption by states and intergovernmental organizations. It favors small states with limited geographical, human, financial and military capacities, offering opportunities for their voices to be heard internationally. The main purpose of this paper is to specify the characteristic points of the digital diplomacy of small states, taking the Republic of Kosovo as a case study. For the realization of the research were used qualitative methods, based on the collection of data from the bibliography and credible Internet sources related to the digital diplomacy of small states and the Republic of Kosovo. Research results show that unlimited digital resources have been adapted to the needs of small states, helping and facilitating the realization of their foreign policy objectives. A typical example is the Republic of Kosovo, which as a small and relatively new state has used the basis of digital diplomacy to increase its recognition in the international arena. Even without reaching a decade of independence and in difficult circumstances of state building, Kosovo has become part of the states with the best digital diplomacy in the world. However, part of Kosovo's digital diplomacy should also be the application of a rigorous strategy to combat the wild Serbian propaganda that risks damaging its image. The conclusions aim to contribute to the increase of knowledge related to the digital diplomacy of small states, with special emphasis on the Republic of Kosovo.

**Key words:** digital diplomacy, small states, Republic of Kosovo, international recognition, counterpropaganda

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