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Political Public Relations and Jordan's Reputation: A Case Study of the Ministry of Foreign Affairs and Expatriates

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Abstract

Objectives: This study aimed to identify the role of political public relations in enhancing Jordan's reputation through a case study of the Jordanian Ministry of Foreign Affairs and Expatriates.

Methods: The study is a descriptive research, which employed a quantitative approach by using content analysis as a research tool, applied to a purposive sample of the Ministry's digital content on both its website and X account (formerly Twitter). This sample was selected because the website serves as Jordan's digital interface and a primary source of information for external audiences, while the X account is the most followed among the Ministry's social media outlets. The content of both platforms was analyzed through the lenses of Communication Management Theory and Reputation Management Theory.

Results: The findings highlight the central role of the Ministry's communication activities via its website and X account as key tools in managing Jordan's digital reputation. By using multimedia, the Ministry has demonstrated its ability to build strong relationships with its audiences. The results also indicate a high level of professionalism and transparency in crafting digital messages and communication strategies. Moreover, the Ministry shows a deep understanding of its audience and their needs, employing storytelling and case sharing on X. The results reveal the Ministry—particularly through website—has achieved a balance between simplicity and complexity in both content and presentation.

Conclusion: The study recommends that the Ministry needs to adopt strategic communication messages using both rational and emotional appeals, as these play a key role in shaping Jordan's image and reputation. The findings underscore the importance of equipping government communication practitioners with advanced public relations techniques and strategies, in the hope that this will contribute to building a positive reputation for the Jordanian government.

Keywords: Political public relations, reputation, Jordan, X, communication management, ministry of foreign affairs and expatriates, soft-power techniques.

العلاقات العامة السياسية وتعزيز سمعة الأردن: دراسة حالة وزارة الخارجية وشؤون المغتربين الأردنية

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ملخّص

الأهداف: هدفت هذه الدراسة التعرف إلى دور العلاقات العامة السياسية في تعزيز سمعة الأردن من خلال دراسة حالة وزارة الخارجية وشؤون المغتربين الأردنية.

المنهجية: اعتمدت الدراسة المنهج الوصفي الكمي؛ باستخدام أداة تحليل المضمون، وتكونت عينة الدراسة من منشورات وزارة الخارجية وشؤون المغتربين الأردنية وتغريداتها المنشورة على موقعها الإلكتروني الرسمي وصفحتها على منصة X ، واختيرت عينةً عمديةً؛ لأن الموقع الإلكتروني يمثل نافذة رقمية رسمية يطل الأردن من خلالها على العالم، ومصدرًا رئيسيًا للمعلومات بالنسبة للجمهور الخارجي، كما يُعد حساب الوزارة على منصة X الأكثر متابعةً؛ مقارنةً بمنصاتها الأخرى على وسائل التواصل الاجتماعي. وقد جرى تحليل محتوى الصفحتين في ضوء نظريتي إدارة الاتصال وإدارة السمعة.

النتائج: أظهرت النتائج الدور المحوري للأنشطة الاتصالية التي تنفذها الوزارة عبر موقعها الإلكتروني، وحسابها على منصة X في إدارة سمعة الأردن رقميًا. كما بينت قدرة الوزارة على توظيف الوسائط المتعددة؛ لبناء علاقات إيجابية مع جماهيرها، وعكست مستوًى مرتفعًا من الاحترافية والشفافية في صياغة الرسائل والاستراتيجيات الاتصالية الرقمية. كذلك كشفت النتائج عن امتلاك الوزارة فهمًا عميقًا لخصائص جمهورها واحتياجاته من خلال توظيف منصة X ونشر القصص والمحتوى الرقمي، فضلاً عن نجاحها، ولا سيما عبر موقعها الإلكتروني في تحقيق توازن بين البساطة والتعقيد في المعلومات التي تقدمها وأسلوب عرضها.

الخلاصة: توصي الدراسة بأن تتبنى الوزارة صياغة رسائل اتصالية استراتيجية توظف الاستمالات العقلانية والعاطفية؛ لما لها من دور فاعل في تشكيل صورة الأردن وتعزيز سمعته. كما تؤكد النتائج أهمية إتقان ممارسي الاتصال الحكومي لتقنيات العلاقات العامة واستراتيجياتها، بما يسهم في بناء سمعة إيجابية للحكومة الأردنية.

الكلمات الدالة: العلاقات العامة السياسية، السمعة، الأردن، منصة X، إدارة الاتصال، وزارة الخارجية وشؤون المغتربين، تقنيات القوة الناعمة.

Introduction

Communication in public relations is the backbone for organisations to strategically prosper. As the communicative dimensions of PR necessarily contribute to cultivating relationships, which some experts find "as the critical value that public relations produces for an organization [,] …practicing professionals [however] have embraced reputation as the critical concept showing the value of the communication function (Grunig & Hung-Baesecke, 2015, p. 2). Given the importance of PR communication strategies in building relationships, it seems that "quality of relationships is a determinant of reputation" (Bronn, 2007). In a war-torn region as the middle east, using political PR by governments to establish relationships and build trust seems an utmost priority. From Crystallizing Public Opinion and Propaganda, to the Engineering of Consent, Edward Bernays confirms "public relations were [sic] about fashioning and projecting credible renditions of reality itself" (Ewen, 1996, p. 6). Thus, cultivating beneficial relationships between an organisation and its publics is at the heart of PR, and modern political PR techniques, which have been particularly practised in the political contexts of relationship management, persuasion, and positioning (Stromback & Kiousis, 2011).

In any political crisis or diplomatic apparatus, expertness in persuasive communication is essential to win publics' hearts and minds and to deal with news media complexities, which are PR roles and objectives. Correspondingly, the industry's mechanisms of change were first founded in political environments, by politicians, and employed for political purposes (Stromback & Kiousis, 2011). Hence, political PR seeks to build and manage reputation and obtain international support (Hargie et al., 2017 p. 176). It also contributes to shaping positive perceptions about cultural, economic and political issues of countries, which support its position globally (Gregory, 2015). Political PR has been defined as a strategic communication process that focuses on building beneficial relationships with the key publics. This includes analyzing and interpreting international public opinion, and formulating strategies to strategically interact with multicultural publics in order to support organization's reputation and goals (PRSSA, 2024). As reputation can be negative or positive, Walker (2010) defines it as "a relatively stable, issue specific aggregate perceptual representation of a company's past actions and future prospects compared against some standards" (as cited in Sanders, 2011, p. 265). Furthermore, Burns and Darwish (2019) believe reputation is "the subjective and objective evaluation of the state by interest groups based on communication, emotions, and direct or indirect experiences" (p. 2). It is also identified by CIPR's as "the result of what you do, what you say, and what others say about you" (as cited in Bailey, 2022). Accordingly, political PR is known as:

> …the management process by which an organization or individual actor for political purposes, through purposeful communication and action, seeks to influence and to establish, build, and maintain beneficial relationships with its key publics to help support its mission and achieve its goals. (Stromback & Kiousis, 2011, p. 8)

With the ongoing political, environmental, and economical dilemmas, many governments and politicians have moved online by creating digital spaces and platforms that connect them to their publics. Jordan, as a country surrounded by never-ending political and humanitarian crises, is always in a political quest to defend its standpoints, actions, and reputation. Many countries around the globe have adopted PR communication strategies to manage their reputation (Abdul Rahman & Al-Azzawi, 2022, p. 112). In this context, the importance of communication can stems from the effective way the publicity in PR works; "the ability to publicize...is a basic survival skill in contemporary life" (Ewen, 1996, p. 27). Considering political PR as a soft-power mechanism, the Global Soft Power Index - issued by Brand Finance - included a wide range of measures that provide a balanced assessment of the presence of countries on the global stage. The results, which based on a poll of more than 170,000 individuals from the public and experts from 100 countries around the world; to monitor their impressions of the reputation of 193 countries listed in the report, and their global influence through eight axes, under which 35 sub-indicators fall. According to the results for 2024, the United States came in the first place, followed respectively by the United Kingdom, China, and Japan. On the regional level, the UAE ranked first, and tenth globally, while Jordan came in the 63rd globally (out of 193), and ninth in the Arab world (out of 15 Arab countries), as Jordan's best performance was in the axes of "Governance" (ranked 48th), and "International Relations" (ranked 44th). This

progress is attributed to the good performance in each of the sub-indices, especially the "Global Admiration for Country Leaders" index, the "Political Stability" index, and the "Good Relations with Other Countries" index. This performance reflects international appreciation for Jordan's leadership, stable policies, and globally influential diplomacy (https://jsf.org/uploads).

Viewed in this light, the research problem is to examine the role of political PR as a soft-power technique in promoting Jordan's reputation, through analysing the official website and the X page of the Jordanian ministry of foreign affairs and expatriates. The challenge of creating good reputation means that Jordan needs to achieve a balance between conveying positive facts and addressing stereotypes as well. Thus, this study explores the effectiveness of the communication efforts undertaken by the research sample to support Jordan's standings, with a focus on the digital tools and methods used.

Additionally, this study highlights how the sample is investing in political PR communication techniques to build trust and relationships with stakeholders. It also analyses the media templates and multimedia used on the official website and X to examine communication messages. Moreover, it identifies the factors that influence the formulation of these messages and the logical and emotional appeals implemented. This means shedding light on the main issues that the ministry focuses on to determine how they help improving Jordan's reputation, and analyse the ministry's public engagement online, which lead to finding out how the ministry's media content affects its relationship with the public. These goals were transformed into research questions as follows:

- **Q1**: How are multimedia and media templates used on the official website and X account of the Jordanian Ministry of Foreign Affairs and expatriates to express the Ministry's messages?
- **Q2**: What are the main issues that the Jordanian Ministry of Foreign Affairs and expatriates focuses on to evaluate its role in improving Jordan's reputation domestically and internationally?
- **Q3**: How is the Ministry's diplomatic and media performance evaluated in enhancing Jordan's international reputation in normal times and crises?
- **Q4**: What is the impact of content published on the ministry's digital platforms, such as X, in improving relationships between Jordan and other countries and enhancing its national identity?

Literature Review and Research Gaps

The surrounding literature has addressed the pivotal role of digital public relations in enhancing countries' reputation and building image by using digital communication tools such as social media platforms. Abdel Aal (2024), for example, focuses on the strategic role of digital PR in promoting the country's reputation domestically by analysing the Ministry of Local Development's Facebook page. He shows that respondents' satisfaction with the ministry's digital public relations management was positively reflected in their perceptions of the country's achievements and the ability of digital PR to enhance the country's reputation and interact with citizens through social media. Similarly, Naseer (2019) emphasizes the importance of PR and crisis management in maintaining country's reputation. It shows that the use of communication technology and digital networks in crisis management helps in providing accurate and reliable information to the public, which enhances the reputation of governmental institutions and strengthens trust between state and citizens. The study sheds light on the fact that the quality of the content provided via social media can have a significant impact on shaping a country's image and enhancing its reputation. Mindful of this, it can be concluded that digital PR plays a vital role in building and promoting the reputation of countries. In this sense, employing digital PR strategically allows the state to control its official messages and enhance its reputation among citizens and on the international stage, which highlights the importance of planning in PR and the effective use of communication technology.

Relatedly, the literature has also shown the lack of images on the International Committee of the Red Cross's Facebook page, which leads to weak impact and less persuasiveness in image building efforts (Abdel Fattah et al., 2024). However, Abbas and Al-Akabi (2021) find that the British Foreign Office uses social media to build a positive image of the country by focusing on its peace efforts in the Middle East. Al-Harbi (2023) also identifies that Saudi digital diplomacy has been effective in promoting the Kingdom's Vision 2030, especially in the areas of tourism, economy, and energy. Additionally,

Mohammed and Saleh (2024) show that Expo 2020 used cultural and political symbols to promote the country's image. On the other hand, De Hooghe (2021) reveals how China has changed its approach to public diplomacy to enhance its international image, by focusing on the Belt and Road Initiative. Furthermore, Khalifa (2021) discusses the role of digital PR in shaping the image of the public and private sectors, with social media and advertising being the variables that play a major role in creating a good image and reputation. Salem and Hamad (2018) also reveal that the US State Department uses X to project a positive image of US foreign policy. In a similar vein, Ajami (2024) emphasizes the role of digital platforms in supporting the reputation of several countries such as Saudi Arabia and the UAE. Equally, Ibrahim (2021) and Al-Khalidi (2017) have researched PR and crisis management and demonstrate the need for effective communication during crises to maintain national stability and credibility, while Kiush and Mohammed (2021) find how Israel uses social media to promote its image in Iraq, while Garcia (2021) highlights that strategic communication was not enough to gain international support in the case of Catalonia. Obviously, the literature has demonstrated the essential implementation of PR techniques to polish country's reputation and maintain a good image.

By taking the relational approach in PR into consideration, the literature proves the significant impact of digital PR on international relations, as Khalaf and Bin Bouzid (2021) indicate the importance of political posts on platforms such as X in influencing relations between countries. Miliani and Salem (2021) also shed light on the prominent role of social media platforms in promoting the position of Saudi Arabia at the international level, with a focus on the accounts of the Saudi Ministry of Foreign Affairs in building an international communication strategy and supporting its ability to interact effectively with global events. Furthermore, Zahri (2023) shows that social media outlets such as Facebook are used as marketing strategies to shape corporate image and open new communication channels with the public. Similarly, Laika (2023) reveals that digital PR represents an essential part of the successful interaction and engagement in modern diplomacy, with a focus on how these tools contribute to shaping the international perceptions of the state. More importantly, Al-Qadi (2024) demonstrates the need to use digital PR activities as an essential part within the strategic objectives of foreign policy to achieve success, which is similar to what Othman (2022) has explained in this regard. Equally, Raed and Nahed (2024) highlight that innovation in using digital media help to achieve public diplomacy goals, while Al-Wili and Abdul Hussein (2024) find how Russia has benefited from digital technologies to promote its position on the international arena.

This study fills a gap in the literature by focusing on the impact of employing political PR tools in enhancing Jordan's reputation, which seems to be a rarely-trodden area in the literature. The authors did not find studies or reports that address how the Jordanian ministry of foreign affairs and expatriates uses PR and digital tools to enhance the country's reputation domestically and internationally. Moreover, this gap responds to Kiousis et al. (2014), which shows that the theoretical and applied understanding of political PR is undeveloped compared to other areas of public relations and political communication, reflecting the need to expand research in this field of study.

Theoretical background: Political PR in managing reputation

Prior of reputation management, what seems equally important and probably represents a basis from which managing reputation begins is communication management. Sanders (2011) refers to "the creation of relationships and of reputation as being significant functions of communication management" (p. 266), which are also what political PR is all about; "building beneficial relationships and managing reputations with key publics for political purposes" (Baines, 2011, p. 116). In an attempt to remember political PR's roots and classics, Martinelli (2011) writes that political PR:

…includes communication management and relationship building across groups, and includes ethics, advocacy, diplomacy, public information, evaluation, and electoral campaigns in ways arguably broader than "the role, processes, and effects of communication…within the context of politics". (p. 35)

As the theoretical framework of this study relies on management in PR, Stromback and Kiousis (2011) find that the PR literature concludes that the industry "is or should be perceived as a management function…[where] reputation management is doing good, communicating good, and 'treating well' or good relations" (p. 14). According to Pakura and Rudeloff (2023), "PR contributes to company success [where] positioning as a brand and building up reputation can be defined as

the outcome level of communication success" (p. 157). This communication function is the core of the industry; Grunig and Hunt (1984) describe it as: "Public relations is the management of communication between an organization and its publics" (as cited in Bailey, 2022). This is what the internet generally offers, particularly social media platforms. Simply put, social media reflect the nature of PR and politics, which is to communicate and engage (Okour, 2022). Viewed in this light, Froehlich and Rudiger (2006) reveal that "the main objective of political public relation is the use of media platforms to express specific political opinions, resolutions, and clarifications of issues to gather public support" (as cited in Shami & Ashfaq, 2018, p. 143). Jordan urgently needs this; employing political PR techniques to form and frame a message that can successfully and persuasively garner public support.

Subsequently, managing reputation means that PR experts employ stakeholder engagement, interpersonal communication, and CSR to build and maintain reputation (Wun Lee, 2022, p. 31). In the context of this study, and by analysing the benefits of building a favourable reputation, (Wun Lee, 2022) states that a positive reputation means favourable media coverage, more stakeholders' support such as global aid, gaining devoted public who can defend the country and even become advertising tools, besides increasing public trust. Interestingly, these benefits cannot be gained unless organisations are authentic, consistent, distinctive, transparent, and visible (Barnett et al., 2006). This only means that reputation in PR cannot be obtained without communication. Communication can be used to stay authentic with your public, consistent with your political narrative and storyline, distinguished with the way you communicate and frame your messages, and transparent by disseminating facts, and being communicatively visible, which means that your voice is heard. In this sense, Grunig and Hung-Baesecke (2015) believe that "practicing professionals have embraced reputation as the critical concept showing the value of the communication function" (p. 2). Ultimately, Edwards (2016) explains "that the role of political public relations is to both maintain publicity and reputation, and facilitate deliberation in society" (as cited in Choy, 2018, p. 753). Hence, it can be argued that reputation is built through publics' experiences with country's communication strategies and messages, which necessarily affect the knowledge, emotions, and preferences held by publics (Mateus & Acosta, 2022).

The aforementioned literature shows that "the importance of reputation lies in its signalling power: in the absence of full information, it can create enduring - and distorted – perceptions" (Said Business School, 2025). Here, full information indicates communication and publicity, which are pure PR functions. Hence, our argument is that public relations can and should be politically implemented by the Jordanian ministry of foreign affairs and expatriates for communication and reputation managements purposes.

Methodology

Data Collection Tool

The study is descriptive and based on the survey approach using quantitative content analysis as a research method. Content analysis can be briefly defined as the systematic, objective and quantitative analysis of message characteristics. This includes manual and computer-based textual analyses (Neufendorf, 2017). The researchers relied on content analysis to describe the digital communication content of the Jordanian ministry of foreign affairs and expatriates. The data explain the ministry's diplomatic performance and efforts online from a political PR perspective. We described the nature and quality of the content and the techniques used that serve to form a positive reputation of Jordan, while emphasizing that the analysis is carried out periodically according to objective methodological foundations. The validity of the study scales was tested by evaluating apparent validity and submitting the questionnaire to specialized arbitrators to modify the wording of the questions, which reflected the commitment to achieving accuracy and reliability (Reif et al., 2014). To ensure further reliability, the categories and analysis units were determined by three researchers, 5% of the sample was analysed and the results extracted from each researcher were compared. Using Holsti equation, the authors determined the reliability coefficient between the three coders as follows:

$$\text{Reliability coefficient} = \frac{2 \times \text{Points of agreement between analysts}}{\text{First analyst points + second analyst points + third analyst points}}$$

Accordingly, the value of Holsti equation was 91%, which meant that reliability was high.

This study has used quantitative content analysis, which "implies a deductive approach, whereby categories are decided upon from the beginning, and unambiguous coding rules are laid out to know what goes where. After coding, statistical tools are used to analyse the results, but also to test for their reliability and validity" (Gheyle & Jacobs, 2017, p. 3). By using content analysis quantitatively, this study does not provide details on intercoder reliability (ICR) testing as implementing "the… (ICR) of a coding frame is frequently recommended as good practice in qualitative analysis" (O'Connor & Joffe, 2020, p. 1). No secondary codes were used as well. Nevertheless, the authors applied coding system to classify data into categories for statistical analysis. The researchers created the content analysis form by calculating the results according to two analysis units: the material unit, where the researchers identified the characteristics of the communication content online, and the issue unit which explained the content of communication activities in terms of goals, services and diplomatic issues.

Sampling technique

The content characteristics of the ministry's website and X were analysed from November 2023 to October 2024. The number of tweets analysed on the ministry's X account during this time frame was 1,489 tweets. This period was chosen as it witnessed a number of important Arab events that constituted major milestones in regional and international relations. The most prominent of these events was the Israeli aggression on the Gaza Strip and southern Lebanon, which made this period pivotal in monitoring and analysing how the ministry interacted with sensitive regional issues through digital media platforms. This period was also characterized by increased international and regional interest, which provided an interesting context for examining published diplomatic messages and their impact on building reputation and strengthening Jordan's positions on the international stage.

Results and Discussion:

Ministry of Foreign Affairs and Expatriates: How online reputation is managed?

By taking (Yoon, 2002) as a starting point, it shows "that trust towards a website responds to the properties of the website [where factors such as] innovation, social media presence, online visibility, website quality, information quality, offers and promotions…among others" affect organisation's reputation online (as cited in Mozas-Moral et al., 2024, p. 3). Viewed in this light, the ministry's website balances between two kinds of content: simple (55.5%) and complex (45.5%) to meet the needs of all customers online. The data show that simple content provides quick information, while the complex covers detailed topics such as official reports and international partnerships. The website contains links to social media outlets, which facilitates access to services. Furthermore, daily updates in Arabic and English reflect the ministry's commitment to transparency, openness, and reaching audiences. The ministry adopts effective media strategies across its digital platforms, linking the website to its social media accounts, ensuring continuous communication with audiences as well as using videos and press releases to convey diplomatic messages. The literature confirms that publics "highly value well-designed websites filled with useful information, positively impacting their…loyalty" (Mozas-Moral et. al, 2024, p. 3). As reputation "dominantly formed by syntheses of the objective quality of the services provided and the subjective quality perceived by the customer" (Pollák & Markovič, 2023, p. 1552), the ministry adopts an online integrated publishing strategy where official news is fully published on website, while X is used to publish brief and attractive content to increase interaction.

Moreover, the findings demonstrate that the ministry's X account and website are mainly using textual news accompanied by pictures, and long textual reports, then pictures or videos as follows:

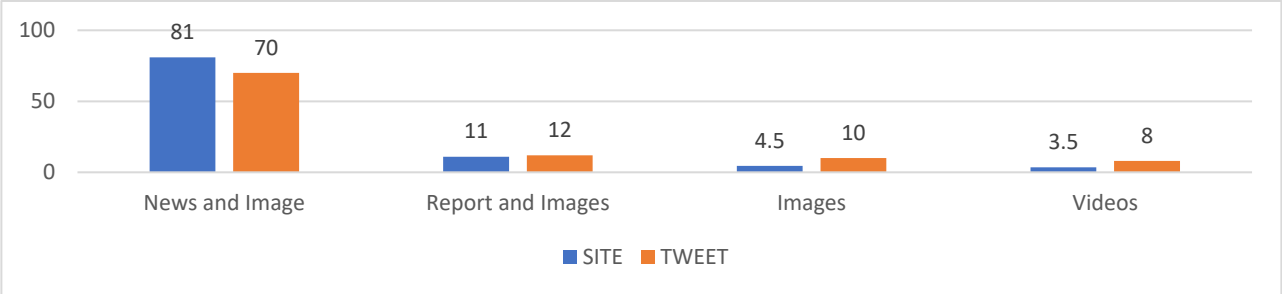


Figure 1: characteristics of the ministry's media content

The results reflect a difference in how the Ministry employs content on the website and X account, based on the targeted audience and their needs. The website, therefore, focuses on providing official and accurate content, publishing news and reports with images, which suit online visitors' need for comprehensive and detailed information on diplomatic activities and foreign policies. This type of content provides a reliable source for users looking for accurate details and analysis. This sufficiently corresponds to the fact that "reputation helps develop a credible bond necessary to strengthen trustworthiness, improve integrity in exchanges and promote reliability in ongoing transactions (Hsu, Chuang, & Hsu, 2014 as cited in Oghazi et al., 2021, p. 198). Nevertheless, the ministry's X account reflects a different approach by relying more on images and videos to attract users' attention. X is a fast platform targeting an audience looking for visual and engaging content that can be consumed quickly. However, news content accompanied with images is still the most attractive, reflecting the audience's desire to receive reliable and quick messages, but with a visual design that helps them to spread more widely. Accordingly, it can be argued that this reflects the ministry's deep understanding of its audiences in the context of reputation management as "it is important for company to know its target audience and consumers similarly to marketing communications creation…A company has to know its audience to meet all their requirements and needs to the maximum of satisfaction" (Zraková, Demjanovičová, & Kubina, 2019, p. 1232).

Table 1. The nature of the issues discussed by the Ministry online

MAIN ISSUE	Subcategories	TWITER		SITES	
		f	%	f	%
National and international achievements	Showcasing major national initiatives and projects	223	55.2	121	35.1
	Highlighting the country's achievements in international forums	121	30	149	43.2
	Highlighting the awards and recognitions the country has received.	60	14.8	75	21.7
Total		404	100	345	100
International Cooperation and Partnerships	Details of international agreements and strategic partnerships	149	40	121	35
	Highlight contributions to international development and humanitarian assistance	149	40	122	35.3
	Coverage of official visits and diplomatic meetings.	74	20	120	34.7
Total		372	100	345	100
Cultural values and national	Promoting cultural and civilizational heritage	104	46.6	121	50.2
	Supporting international cultural events to enhance the country's image	75	33.6	60	24.9

MAIN ISSUE	Subcategories	TWITER		SITES	
		f	%	f	%
identity	Highlighting the values of tolerance and coexistence that characterize the country	44	19.8	60	24.9
Total		223	100	241	100
Foreign policies and diplomatic achievements	Explaining the state's vision towards international issues	149	50.2	60	33.3
	Highlighting the state's role in resolving conflicts and supporting world peace	104	35	58	32.3
	Highlighting sustainability and climate initiatives	44	14.8	62	34.4
Total		297	100	180	100
Services for citizens, residents and visitors	Providing distinguished services that reflect the development of the state and its care for its citizens abroad	30	40.5	24	40
	Detailed information about tourism, education and investment	30	40.5	24	40
	Guidance and information about travel and laws	14	19	12	20
Total		74	100	60	100
Responding to global issues	State participation in dealing with international crises	129	47.6	58	34.5
	Showing the state's contributions to humanitarian and relief efforts	98	36.2	48	28.6
	Highlighting its role in global initiatives such as disease control or education	44	16.2	62	36.9
Total		271	100	168	100

The analysis also shows that the ministry pays great attention to issues that focus on enhancing Jordan's international reputation by promoting national achievements and international relations. The data have varied between national and international issues that highlight Jordan's role as a supporter of development and peace on the global stage. For example, the issues of "major national initiatives" and "achievements in international forums" stand out reflecting the ministry's interest in showcasing the progress and prosperity in the country. Also, there is a noticeable focus on 'international cooperation and strategic partnerships', which is one of the most prominent topics adopted by the ministry, indicating that the ministry seeks to highlight Jordan's efforts in promoting cooperation with other countries in various fields such as humanitarian development and conflict resolution. These issues show that the ministry aims at presenting Jordan not only as a contributor to global humanitarian issues, but also as a supporter of international peace and stability, which strengthens its position as a major supporter of international initiatives. All these efforts indicate the ministry is digitally managing Jordan's reputation. Svoboda (2009) states that managing online reputation is important in:

reducing the costs of marketing communications; gaining bigger popularity on social media, in which the company operates;…obtaining better…consumer relations; obtaining comprehensive information about customers and feedback; better ability of communication targeting for individual segments;…better management of crisis situations; improvement of communication with stakeholders; ability to influence the general public and other stakeholders. (as cited in Zraková, Demjanovičová, & Kubina, 2019, p. 1236)

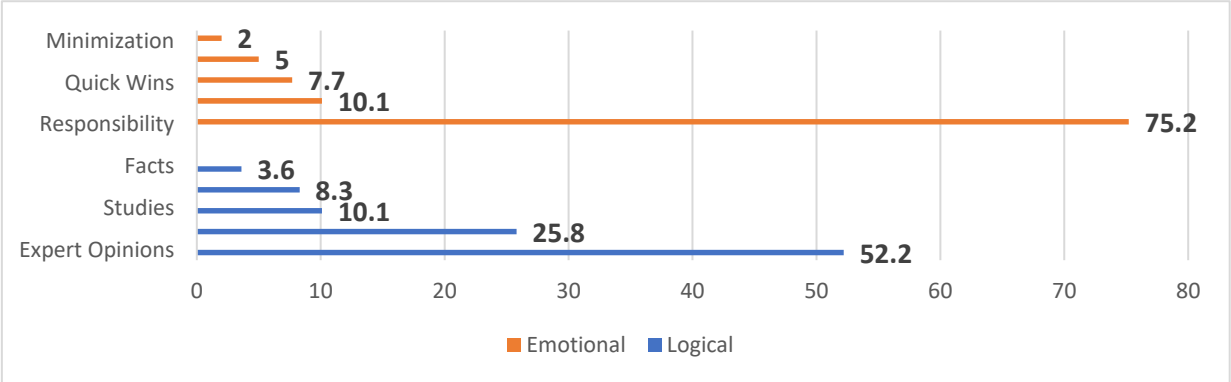


Figure 2: Methods used in discussing the issues related to the ministry

Regarding the emotional and logical appeals being implemented in the ministry's tweets, the data show a focus on rational arguments such as expert opinions and statistical data to enhance the ministry's credibility and transparency on diplomatic issues. This represents what online reputation is all about; Del Fresno considers "it as a social construct around the credibility, reliability, morality, and coherence of a person, body, agency, institution, or company" (as cited in Carrasco-Santos et al., 2021, p. 2). On the other hand, emotional appeals such as reassurance and encouraging rapid interaction, are used to a limited extent to support confidence in foreign policies and rapid responses to humanitarian and emergency issues. This balance between rational and emotional appeals reflects the ministry's ability to build a strong and reliable image of Jordan internationally, as it focuses on evidence-based information with the ability to emotionally engage with domestic and international audiences to ensure stability and confidence in its political positions.

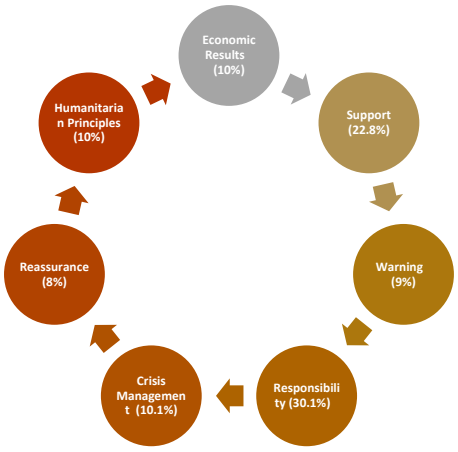


Figure 3: Frameworks for addressing issues highlighted by the Ministry's digital platforms

Furthermore, the results show that the ministry relies on diverse digital communication strategies aimed at enhancing Jordan's reputation, focusing mainly on accountability as a key element in enhancing Jordan's image as a supporter of peace and stability. The focus on continuous support for international issues also promotes Jordan's role as a key player in the regional and global arenas. Crisis and alert response strategies also emerge as factors that contribute to supporting the ministry's credibility and the Kingdom's stability in the face of challenges. Through these integrated strategies, the ministry emerges as a supporter of humanitarian and economic principles, which affects Jordan's reputation as a supporter of international peace and stability. To sum, the ministry's digital communicative techniques seem to be professionally manouvered for managing reputation purposes. Kanika (2016) reveals that "[o]nline reputation is the result of the company's

activities and activities in a virtual environment with subsequent interactions and reactions from stakeholders" (as cited in Zraková, Demjanovičová, & Kubina, 2019, p. 1233).

Table 3. Digital performance

MAIN ISSUE	Subcategories	SITES		TWITER	
		f	%	f	%
Diplomatic performance	Documenting diplomatic achievements	181	50.2	223	49.6
	Reports on bilateral and multilateral activities	121	33.6	150	33.3
	Clarity of diplomatic vision and objectives in its foreign policies	58	16.2	77	17.1
Total		360	100	450	100
Crisis management	Providing clear guidelines for dealing with crises	80	40	100	40
	Information about embassies and consulates and how to request assistance	72	36	90	36
	Publishing reports or news about the Ministry's role in international disasters.	48	24	60	24
Total		200	100	250	100
Cultural and civilizational reputation	Existence of materials that promote national culture and heritage	98	49	123	49.2
	Coverage of international participation in exhibitions and festivals	62	31	77	30.8
	Content that reflects tolerance, coexistence, and innovation	40	20	50	20
Total		200	100	250	100
Economic and development achievements	Provide clear information on investment opportunities	96	40	120	40
	Highlight achievements in education, health, and infrastructure	72	30	90	30
	Highlight efforts to achieve the Sustainable Development Goals.	72	30	90	30
Total		240	100	300	100
International Partner Satisfaction	Presenting opinions and reports from other organizations and countries on the ministry's performance.	80	40	100	40
	Clarifying joint achievements with other countries.	80	40	100	40
	Content that illustrates efforts to enhance global stability	40	20	50	20
Total		200	100	250	100
Human Resources and Diplomatic Professionalism	Publish information about prominent diplomats and their achievements.	64	40	80	40
	Information about training and qualification programs for cadres.	56	35	70	35
	Provide content that reflects a commitment to professionalism and integrity.	40	25	50	25

MAIN ISSUE	Subcategories	SITES		TWITER	
		f	%	f	%
Total		160	100	200	100
Transparency and accountability	Availability of detailed reports on performance and achievements	96	48	120	48
	Transparency in publishing budget and budget data	64	32	80	32
	Providing studies or comparisons that illustrate strengths and challenges.	40	20	50	20
Total		200	100	250	100

According to table (3), the ministry of foreign affairs and expatriates is promoting the Kingdom's reputation through a comprehensive communication strategy that focuses on diplomacy, crisis management, cultural promotion, and economic achievements. Kamau (2025) has similarly concludes that "social media can be used to improve corporate image as long as there are policies and strategic engagements with stakeholders" (p. 2). Diplomacy and participation in international events represent 49.6% of the content on X, reflecting the ministry's efforts to document Jordan's achievements in the international arena. The focus on crisis management also appears in 40% of the content, enhancing the ministry's ability to deal with emergencies efficiently, while cultural and heritage campaigns (49.2%) contribute to enhancing Jordan's image as a supporter of culture and equality. Additionally, the ministry highlights its interest in transparency and accountability by publishing detailed reports (48%) and budget data (32%), which supports confidence in the government performance. The focus on promoting investment opportunities (40%) and participating in achieving the Sustainable Development Goals (30%) also demonstrates the ministry's commitment to achieving economic progress. This integration in performance reflects the ministry's commitment to international cooperation and advancing Jordan's position as a supporter of peace and sustainable development. Through analysing the issues discussed by the ministry through its digital platforms and diplomatic performance, this coverage seeks to achieve a number of effects through this official news coverage as follows:

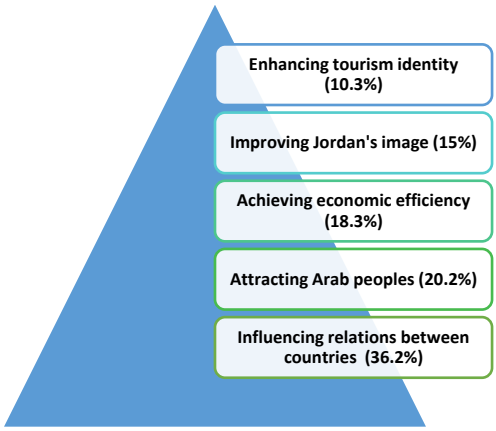


Figure 4: Effects of Official News Coverage

The ministry is supporting the Kingdom's reputation through digital communication strategies that aim to achieve multiple effects that can result in enhancing its position domestically and internationally. First, the ministry seeks to strengthen relations between countries (36.2%) online through strategic messages aimed at strengthening international partnerships and achieving regional and global stability. It also seeks to improve communication with Arab countries

(20.2%) by highlighting Jordan's role in supporting stability and development in the region. In addition, the Ministry focuses on enhancing economic efficiency (18.3%) by promoting investment opportunities that make Jordan a stable and attractive economic hub for investment. The Ministry also contributes to improving Jordan's global image (15%) by highlighting its active role in international issues, while also aiming to enhance the identity of Jordanian tourism (10.3%) by promoting tourist and cultural landmarks. These integrated strategies contribute to strengthening Jordan's regional and international position at all levels. In a similar vein, Asemah (2025) reveals that:

Reputation can have a significant impact on an individual's or organisation's ability to attract opportunities, build relationships and maintain a competitive advantage. A positive reputation can lead to increased trust, loyalty and support from others, while a negative reputation can result in decreased opportunities, damaged relationships and reputational harm. (p. 2)

Discussion:

The ministry benefits from well-thought-out digital strategies to enhance the Kingdom's reputation, by periodically updating its content on the website and X account. Diplomatic news and events are published on these platforms, supported by photos and videos, which contributes to building a strong relationship with domestic and international audiences. The Ministry's website reflects professionalism and transparency, as it provides information about the Ministry's history and the goals of Jordanian foreign policy, which enhances confidence in its capability of dealing with international issues .The Ministry also focuses on providing diverse content that attracts the interest of a diverse audience, and reflects its commitment to improving the services provided to citizens and expatriates, while highlighting humanitarian issues and international cooperation. Furthermore, the ministry's strategies demonstrate effective engagement with human rights and economic development issues.

These strategies are in line with the surrounding literature of digital diplomacy, such as Islam Othman's study (2024), which emphasizes the role of international public relations in shaping the image of countries globally. These strategies are similar to those adopted by the British Foreign Office and other studies such as Masab Al-Harbi (2023) which indicates the importance of presenting the state's vision through social media. This trend reflects effective strategies in using digital public relations to enhance countries' image. Studies have also shown that the use of images and videos in the strategies of the Jordanian ministry of foreign affairs and expatriates enhances interaction with the public, which is consistent with the results of Farid Abdel Fattah et al. (2024), which indicates the limited impact of images on influence and persuasion compared to focusing on interaction. These practices are also consistent with what was stated in Hiba Talat Khalifa (2021), which addressed the role of social media and advertising in shaping a positive image for brands .Finally, these efforts contribute to enhancing Jordan's international reputation by highlighting its role in Arab and global issues, which is consistent with Fatima Al-Bakhit and Mansour Zein (2015), which highlights Jordan's role in enhancing its political and economic position on the international stage.

Conclusion:

This study concludes that the ministry of foreign affairs and expatriates plays a vital role in enhancing the Kingdom's reputation through digital public relations' strategies that rely on the use of digital platforms such as the official website and social media accounts. Through these platforms, the Ministry updates its content, reflecting the dynamism and transparency of Jordan's foreign policy. The Ministry demonstrates a commitment to providing content that includes official news and diplomatic events accompanied by images and videos, which helps attract a wide audience and enhances Jordan's reputation on many levels. The Ministry also contributes to raising public awareness about human rights issues and international cooperation, which contributes to enhancing the Kingdom's image as a supporter of the principles of international justice. These strategies contribute to building an interactive relationship with domestic and international audiences, which enhances confidence in the competence of the Ministry of Foreign Affairs and its ability to deal with international issues efficiently. By using diverse content that combines text, images and videos, the Ministry ensures effective interaction that enhances the relationship with the public. It also focuses on highlighting major national projects

that enhance Jordan's position in the economic and development fields, in addition to its clear interest in international cooperation and strategic partnerships that support the interests of the Kingdom. These policies contribute to building a strong network of international relations and show Jordan as a major supporter of sustainable development and peace.

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