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# Artificial Intelligence–Supported Social Media Management and Power Projection: An Analytical Approach to Türkiye's Regional Sphere of Influence

***Abstract***

*This study examines the impact of artificial intelligence (AI)–enhanced social media marketing strategies used by Turkish public institutions on Türkiye's regional power projection. In a rapidly digitalizing international system, states increasingly employ social media platforms for foreign policy messaging, public diplomacy, and crisis communication. Türkiye's digital transformation demonstrates a shift from traditional communication tools toward data-driven, audience-targeted, AI-supported strategic communication. This study analyzes how Türkiye's digital state narrative supports its regional power status, evaluates the influence capacity of AI-based social media operations, and discusses the role of digital communication strategies in regional power competition. Using qualitative methodology, the research integrates literature review, comparative analysis, and discourse analysis. Findings indicate that AI-enabled social media management strengthens Türkiye's public diplomacy, security communication, national brand value, and regional influence capacity. The study contributes to digital diplomacy literature by proposing a holistic model that connects AI-based communication strategies with state-level power projection.*

***Keywords:*** *AI,impact of AI, analytical approach*

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# Yapay Zeka Destekli Sosyal Medya Yönetimi ve Güç Gösterisi: Türkiye'nin Bölgesel Etki Alanına Analitik Bir Yaklaşım


## *Öz*

*Bu çalışma, Türkiye'deki kamu kurumları tarafından kullanılan yapay zekâ (YZ) destekli sosyal medya pazarlama stratejilerinin Türkiye'nin bölgesel güç projeksiyonu üzerindeki etkisini incelemektedir. Hızla dijitalleşen uluslararası sistemde devletler, dış politika mesajlarının iletilmesi, kamu diplomasisinin yürütülmesi ve kriz iletişiminin yönetilmesi amacıyla sosyal medya platformlarından giderek daha fazla yararlanmaktadır. Türkiye'nin dijital dönüşümü, geleneksel iletişim araçlarından veri odaklı, hedef kitleye yönelik ve yapay zekâ destekli stratejik iletişim anlayışına geçişi ortaya koymaktadır. Bu çalışma, Türkiye'nin dijital devlet söyleminin bölgesel güç statüsünü nasıl desteklediğini analiz etmekte, yapay zekâ tabanlı sosyal medya faaliyetlerinin etki kapasitesini değerlendirmekte ve dijital iletişim stratejilerinin bölgesel güç rekabetindeki rolünü tartışmaktadır. Nitel araştırma yönteminin benimsendiği bu çalışmada literatür taraması, karşılaştırmalı analiz ve söylem analizi birlikte kullanılmıştır. Araştırma bulguları, yapay zekâ destekli sosyal medya yönetiminin Türkiye'nin kamu diplomasisini, güvenlik iletişimini, ulusal marka değerini ve bölgesel etki kapasitesini güçlendirdiğini göstermektedir. Çalışma, yapay zekâ tabanlı iletişim stratejileri ile devlet düzeyindeki güç projeksiyonu arasında bütüncül bir ilişki modeli önererek dijital diplomasi literatürüne katkı sunmaktadır.*


**Anahtar sözcükler:** AI, AI etkileri, analitik yaklaşım

## Introduction

The acceleration of digital transformation has reshaped the nature of international political competition. States now pursue influence not only through military and economic tools but also through digital communication and social media strategies (Bjola & Manor, 2022). Social media platforms serve simultaneously as arenas of public diplomacy and tools of regional power projection. Türkiye's increasingly strategic use of social media in foreign policy, crisis management, and national branding illustrates that the digital sphere has become a core component of its power strategy.

This article analyzes how AI-supported social media marketing methods employed by Turkish public institutions contribute to Türkiye's construction of regional power status. Social media marketing, beyond commercial usage, encompasses state image-building, security messaging, cultural diplomacy, and international perception management. AI-supported content generation, sentiment analysis, and audience segmentation enhance both precision and impact within state-led digital strategies.

## 1. Theoretical Framework

### 1.1 Regional Power and Power Projection

Regional powers exert political, economic, and cultural influence within a specific geographical zone (Frazier & Stewart-Ingersoll, 2010). Their capacity to extend influence, known as power projection, depends not only on material capabilities but also on communication strategies and perception management.

### 1.2 Digital Diplomacy and Social Media Marketing

Digital diplomacy refers to states' use of digital tools to influence global audiences (Manor, 2019). Social media marketing involves audience targeting, content planning, and engagement optimization. For states, it contributes to national branding, crisis communication, and diplomatic messaging.

### 1.3 AI-Supported Governance

AI-based applications in social media management assist with automated content production, sentiment analysis, bot detection, audience targeting, and predictive analytics (Kaplan & Haenlein, 2020). These tools enhance the effectiveness of digital diplomacy.

## 2. Development of AI-Supported Social Media Management in Türkiye

### 2.1 Digitalization in Public Institutions

Since the mid-2010s, Turkish public institutions—including the Directorate of Communications, Ministry of Foreign Affairs, Turkish Armed Forces, and AFAD—have integrated social media into strategic communication.

### 2.2 AI-Based Content Automation

Public institutions increasingly utilize:

- automated content scheduling,

- algorithmic engagement analytics,

- crisis-time sentiment monitoring,

- AI-driven data visualization.

These tools improve message visibility and engagement.

### .3 Optimization of Diplomatic Communication

Türkiye’s diplomatic messages are gradually becoming more structured, multilingual, and engagement-oriented, aiming to shape regional public opinion.

## 3. Social Media Marketing as a Tool of Power Projection

### 3.1 Digital Power Demonstration and Defense Communication

Türkiye’s communication regarding drone technologies, defense projects, and military operations garners regional interest. AI-based modules help analyze engagement, target audiences, and optimize messaging.

### 3.2 Crisis and Disaster Communication

During events such as the 2023 Kahramanmaraş Earthquake, Türkiye’s social media usage showcased its crisis communication effectiveness. AFAD’s AI-driven data maps and sentiment analyses enhanced public trust and international visibility.

### 3.3 Audience Segmentation in Public Diplomacy

Türkiye’s digital engagement with the Arab world, Balkan countries, and Central Asia is increasing. AI tools enable:

- multilingual content,

- political tendency mapping,

- behavioral profiling.

This enhances Türkiye’s soft power.

## 4. AI-Supported Digital Diplomacy Model: The Case of Türkiye

### 4.1 Data Collection Layer

- trend analytics

- social listening tools

- regional agenda tracking

- bot detection systems

4.2 AI Analysis Layer

- sentiment analysis

- content performance forecasting

- crisis scanning

- audience segmentation

4.3 Strategic Implementation Layer

- multilingual strategies

- crisis communication plans

- optimized diplomatic messages

- state branding

4.4 Power Projection Outcomes

- increased digital visibility

- strengthened regional presence

- improved public diplomacy performance

- clearer geopolitical messaging

**5. Comparative Regional Analysis**

5.1 Türkiye vs. Saudi Arabia

Saudi Arabia uses high-budget campaigns; Türkiye relies on organic, AI-supported engagement.

5.2 Türkiye vs. Iran

Iran’s restricted access limits its global influence, while Türkiye benefits from transparent, high-engagement digital communication.

5.3 Türkiye vs. Israel

Israel uses targeted security messaging; Türkiye emphasizes broader soft power outreach.

**6. Discussion**

6.1 Strengthening Türkiye’s Digital Influence

AI-supported strategies enhance Türkiye’s:

- regional reach,

- crisis-time credibility,

- cultural diplomacy effectiveness.

6.2 Risks and Limitations

Challenges include:

- disinformation,

- data privacy issues,

- overreliance on algorithms,

- digital polarization.

6.3 Opportunities

- professionalization of digital diplomacy,

- strengthening national AI ecosystem,

- improving state branding.

Conclusion

This study demonstrates that Türkiye's AI-supported social media strategies play an expanding role in its regional power projection. Increasing AI usage enhances diplomatic communication, regional influence, and digital visibility. Türkiye's digital communication is evolving into a data-driven, multi-layered model that integrates regional context. This evolution confirms the central role of AI-enabled communication within modern statecraft.

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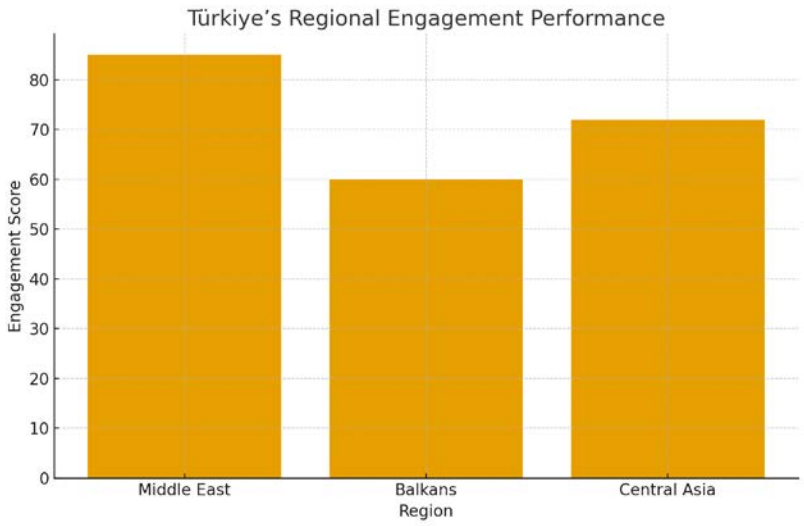
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## Appendix: Tables and Figures

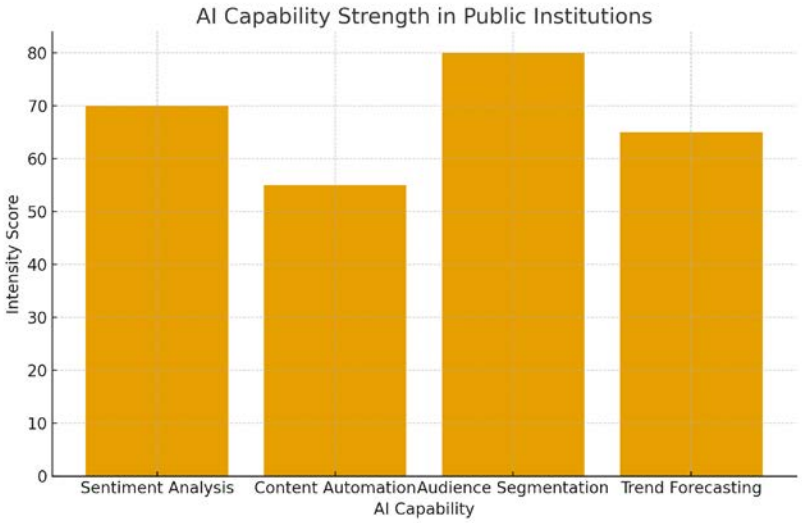
### Table 1. AI Usage in Major Turkish Public Institutions

| Institution | AI Usage Type |
|---|---|
| Directorate of Communications | Sentiment analysis, trend scanning |
| Ministry of Foreign Affairs | Multilingual content automation |
| AFAD | Crisis-time predictive analytics |
| Turkish Armed Forces | Engagement optimization |

### Figure 1. Türkiye's Regional Engagement Performance



## Figure 2. AI Capability Strength in Public Institutions



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