

Najib leads in 'Twiplomacy'
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PETALING JAYA: Prime Minister Datuk Seri Najib Tun Razak is one of the most popular national Asian leaders on Twitter and is also one of the 25 most connected world leaders on the site.

This was revealed in a recently published Burson-Marsteller report on world leaders' use of Twitter, dubbed Twiplomacy'.

Although US President Barack Obama is most popular, Najib, who has more than 750,000 followers, is No 2 in Asia and No 17 in the world out of 264 heads of government and states and their institutions.

He is the sixth most popular world leader who "tweets properly". Just 30 out of 264 accounts are genuinely personal where the leaders themselves do their own tweeting.

"Najib actively engages with his audience. He tweets personally and engages them with quizzes and sweepstakes," said the report.

It also noted that Najib was an early adopter of Twitter.

The Prime Minister's @NajibRazak account was created in September 2008 and his first tweet on Sept 23, 2008 was: "Officially assumed duties as Minister of Finance."

His office started to tweet as @PMOMalaysia at the end of September 2010.

The report supports an Oxford University study released this month, which showed that Malaysia was a world leader in Twitter use - ranking as the sixth highest overall user, with the third highest penetration.

The Prime Minister has used technology to engage on a more personal level, including answering questions on his Facebook page (where he now has over one million Likes) as well as Twitter.

Najib has also held online Q&A sessions such as #TanyaNajib and the 1Malaysia Roundtables and has hosted offline events with his online followers.

This started through tea events at Seri Perdana, his official residence, and then developed into meet-ups across the country.

He recently had breakfast with his 500,000th Twitter follower, which according to the report, "he immortalised with a Twitpic and a YouTube video of his guests."

In the last two weeks alone, the PM has asked the Malaysian public for suggestions and ideas for the 2013 Budget as well as input on the new National Harmony Act that would replace the Sedition Act.

There is also the MyIdeas online platform for people to put forward their ideas with the best ones being turned into government policies.

Source:

<http://thestar.com.my/news/story.asp?file=/2012/7/29/nation/11753458&sec=nation>