SOCIAL MEDIA AND PRESIDENT BOLA TINUBU'S FOREIGN POLICY: THE OPPORTUNITIES AND CHALLENGES

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Abstract

The advent of Social Media has fundamentally reshaped Nigeria's diplomatic conduct under President Bola Ahmed Tinubu (2023–present), influencing how foreign policy is formulated, communicated, and contested. This study examines the dual role of platforms such as X/Twitter, Facebook, and Instagram in shaping Tinubu's diplomatic agenda, focusing on three pivotal contexts: the ECOWAS mediation effort in the Sahel, former President Trump's controversial tweets alleging a

"Christian genocide" in Nigeria, and the domestic security crises stemming from banditry and insurgent violence. The paper identifies key opportunities rapid agenda-setting and real-time messaging that bolstered Nigeria's leadership image in ECOWAS negotiations; amplified diaspora engagement that supported humanitarian and security appeals; and the ability to counter misinformation swiftly. It also outlines challenges viral disinformation from external actors (e.g., Trump's unfounded genocide claim) that strained diplomatic relations and forced the Nigerian government into defensive posturing; fragmented coordination between the Ministry of Foreign Affairs, the Presidency, and digital units, leading to inconsistent messaging; and security risks when extremist groups exploit platform openness to spread propaganda. using realism theory and content analysis of social media the research explores social media's role in shaping state behavior. The study concludesthat effective social management is crucial for Nigeria's diplomacy. It also provides insight into social media diplomacy in developing countries highlighting policymakers need to harness social media for national interest. In sum, while social media offers Tinubu's government powerful tools for soft power and crisis management, a coherent digital diplomacy framework, rapid verification mechanisms, and inter-agency coordination are essential to harness its opportunities.

Introduction

The advent of the digital age, particularly the proliferation of social media, has fundamentally transformed the conduct of international relations and diplomacy. No longer the exclusive domain of state actors and formal diplomatic channels, foreign policy is now shaped and influenced in the dynamic, real-time arena of global public opinion.Social Media is a two edge sword on the one hand, it is fast direct messaging can boost Nigeria's soft power, deter rivals, rally diaspora investment and shape foreign perceptions of resolve. On the other hand, the same social media can spread misinformation, expose diplomatic secrets and create domestic pressure that can distorts rational policy calculation (Dawan, 2023). Why many have variant opinion about this digital diplomatic transformation it is no doubt evident that social media platform is increasingly gaining ground and influence as a technologicalplatform for homogenization of global debates. In Nigeria, President Bola Tinubu Foreign Policy on social media is caught between boosting diplomatic outreach and managing the backlash from online misinformation, divisive and criticism of his administrations action abroad. This tension risk undermining Nigeria's International Image, affecting trade, security partnerships and diaspora relations.

Donald trump November 2025 tweet threatening military action against Nigeria over alleged Christian persecution, misinformation and criticism of Tinubu foreign policy messaging on platforms like x, Facebook and WhatsApp. In early November, 2025, trump posted that Nigeria was being predesignated a "country of particular Concern" for severe religious freedom violations and warned of possible U.S military interventions if killings of Christians continued (Dawan, 2023). This tweet has influenced the security and diplomatic domain of the state. On the one hand, it has led to

resurgence of attack and terrorism leading to more killing. The Trump statement have brought about strategizing and reawakening of security agencies and government in fighting insurgency in Nigeria.

This forced Tinubu administration to publicly refute claims of genocide, reaffirm Nigeria constitutional guarantee of religious freedom and engage diplomatic damage control with the U.s and domestic audiences (Dawan, 2023).

to this end, this paper examines the intersection of social media and the foreign policy of President Bola Ahmed Tinubu of Nigeria. it explores the opportunities and challenges of social in President bola Ahmed foreign policy. while many literatures look and discuss the traditional diplomatic practice and diplomatic engagement, this paper is a recent departure, discussing the modern technological platform critically analysing the dualrole of these platforms as both a powerful toolfor advancing Nigeria's interests and a significant source of challenges that can complicate diplomatic efforts. By exploring this nexus, can better understand the modern landscape of Nigerian diplomacy in the 21st century.

Problem Statement

Since assuming office, President Bola Ahmed Tinubu has sought to reassert Nigeria's role as the "Giant of Africa," particularly through his chairmanship of the Economic Community of West African States (ECOWAS). However, the traditional diplomatic channels of foreign policy are increasingly being disrupted and reshaped by the rapid, unfiltered, and often volatile nature of social media. The digital public square has transformed from a mere observation deck into an active participant in international relations, influencing state decisions and public perception in real-time. Despite the strategic intent to project strength and stability, President Tinubu's foreign policy apparatus faces a critical challenge: the inability to effectively control diplomatic narratives in the face of aggressive social media discourse. This "digital diplomacy gap" creates a disconnect between official state objectives and the public's interpretation of Nigeria's international stance.

The problem is specifically manifested in three key areas where social media has complicated Nigeria's diplomatic maneuvering. The "Trump Effect" and Digital Volatility, The resurgence of populist, direct-to-public communication styles—epitomized by figures like Donald Trump—has altered the expectations of the Nigerian electorate. Social media users now demand immediate, often aggressive responses from the Presidency regarding international slights or perceived weaknesses. This pressure forces the administration into reactionary policymaking rather than strategic planning, where tweets often dictate the pace of diplomatic engagement rather than official communiqués.The ECOWAS Credibility Crisis (Guinea-Bissau & Regional Stability), As ECOWAS Chairman, Tinubu's attempts to mediate political instability in nations like Guinea-Bissau are heavily scrutinized online. Social media platforms have become breeding grounds for pan-Africanist critique and disinformation, often painting Nigerian intervention as "western puppetry" rather than regional leadership. The virality of these anti-ECOWAS narratives on platforms like X (formerly Twitter) and TikTok undermines Nigeria's soft power and complicates the enforcement of regional protocols.

The Benin/Niger Coup Contagion,The administration's response to coups in the Sahel (specifically the complex relations bordering Benin and the broader Niger crisis) highlighted a severe disconnect. While the Presidency threatened military intervention or strict sanctions, social media mobilization by Nigerian citizens and regional activists vehemently opposed war. This digital backlash

forced a visible and awkward recalibration of foreign policy, exposing a vulnerability: the administration's foreign policy decisions are increasingly held hostage by domestic and regional social media sentiment, limiting Nigeria's ability to act decisively against unconstitutional changes of government. it is against this backdrop that this paper is determine to give a new departure in the analysis of the impact of social media on President Bola Ahmed foreign policy with particular emphasis on the opportunities and challenges.

Research Objectives

Identify the social-media channels (Twitter/X, Facebook, Instagram, LinkedIn, TikTok) used by the Presidency, Ministry of Foreign Affairs, and diplomatic missions to promote Nigeria's foreign-policy priorities.

Determine the key challenges encountered.

Propose recommendations for optimizing digital diplomacy under the current administration.

Research Questions

What social-media channels (Twitter/X, Facebook, Instagram, LinkedIn, TikTok) used by the Presidency, Ministry of Foreign Affairs, and diplomatic missions to promote Nigeria's foreign-policy priorities?

What are key the challenges encountered?

What are the Propose recommendations for optimizing digital diplomacy under the current administration?

Research Methodology

This study adopts secondary survey to unravel the Social Media and President Bola Tinubu's foreign policy: the opportunities and challenges**.** Materials for this study were generated secondarily from documentary works accessed from the internet, national newspapers, reports etc. Furthermore, materials from the library were also examined to enrich the work.

Conceptual Clarifications

Social Media: Digital interactive technologies that facilitate the creation, sharing, and exchange of information, ideas, and content through virtual networks and communities. In the context of foreign policy, this includes platforms like X (Twitter), Facebook, Instagram, and LinkedIn, which are used by governments, leaders, citizens, and non-state actors for communication, advocacy, and mobilization.

Foreign Policy

According to Northedge (1968) foreign policy is a product of environmental factors both internal and external. Anifowose(2015) see foreign policy as the instrumentality by which states influence or seek to influence the external world, and to attain objectives that are in cosonance with perceive national interest. In the words of T.B Millar foreign policy is something less than the sum of all policies which have an effect upon a national governments relation with national government(Okafor C. 2022). Professor Ibrahim Gambari (1987) as an interaction between internal and external forces. In sum, it is clear foreign policy is the conscious and meticulous strategies that guides government external character in the international system so as to achieve national goal or national interest.

National Interest

National interest refers to the totality or aggregate of interest of individuals and groups within a nation states. It encompasses the various strategies employed in the international interactions of states in order to ensure the preservation of stated goal of society. (Anifowose, 2015). Kaplan (1967) for

instance, defines it as the interest, which a national actor has in implementing a defined system of action. Morgenthau (1967) conceives of it simply as politicsamong nations. To Jones (1970), national interest is a term used in political debate within a country, to signal the case that the item of policy suggested will bring benefits not merely to its proponents but also to its opponents. Frankel (2017), postulates that national interest is a key concept in foreign policy. The foreign policy of every country is at all times presumably designed to promote the national interest. As the national interest does not exist in abstraction, the quest of policy makers should therefore be how to identify and serve the national interest. This involves what is national, since there are many national interests in a particular situation.

Geographical Size and Location

Nigeria, Africa most populous country spans approximately 923,768km2 sharing borders with Niger, chad, Cameroon and Benin. Its strategic location in west Africa influences regional dynamics and foreign policy. Nigeria has a demographic size is estimated at 237,527,782 (Worldometer, 2025) strength of Nigeria is a federation of 36 components called states and a federal capital territory called Abuja. To the west Nigeria by Benin, to the north Niger, to the northeast chad and to the east Cameroon. these countries share cultural, economic and historical ties with Nigeria. the region is known for its diverse languages, traditions and natural resources. to the south Nigeria is bordered by Gulf of Guinea which part of the Atlantic Ocean.

Theoretical Framework

Theories are intellectual tools. "They are sets of logically related symbols which represent what happen in the real world". (Manheim 2023). Theories are collection of intellectually proven and tested laws, that helps explain social issues with the aim of make sound predictions and recommendation. For the purpose of this research, the researcher shall apply the theory of realism. Realism holds that state are in perpetual pursuit of national Interest. Realism is a school of thought that explains international relations in terms of power. Modern realist theory developed in reaction to a liberal tradition that realist called idealism. The exercise of power by states toward each other is sometimes called Real Politik or just politics. modern realist theory developed to a liberal tradition (Okafor, 2022). Realist argument was developed in line with thinking of scholars like Sun Tzu, Micaheveli, Hans Morgenthau, Thucycides. Realism emphasizes state security, power, and self-interest. Realism believes foreign policy decisions are driven by the pursuit of national interests and the need to maintain power and security in an anarchic international system. Realism hold that the international arena is not guided by morality as argued by the idealist. Idealism believes survival in the anarchic international arena is a function power acquired, this power can be diplomatic, economical, technological or political. realism sees state as the main actor in the international arena(Hans, 1967). Though while realism presented a strong argument about the nature of international system it pertinent to know that it neglected other soft power mechanism and dialoguing in international relations.

From a realist view, social media is just another arena where power dynamics play out info power. It doesn't change the core goal (security, influence) but it adds speed, transparency and noise that policy makers must factor in. Social media is both a strategic amplifier and a vulnerability. managed wisely, it reinforces the 4 D's and strengthen Nigeria global posture. managed poorly, it erodes credibility, invites security risks and undermines the realist pursuit of national interest.(Ojo, et al, 2022).

Realism have been criticized for too much emphasis on hard power neglecting soft power. Nolly wood, Facebook, Watsup, Tik Tok trends are soft power tools that realism undervalues, yet they shape foreign perceptions of Nigeria and Tinubu Foreign policy. It has also been criticized for preaching too much about power making countries acquire too much arms leading to arm race. Realism is solid for seeing the hard power side of Tinubu foreign policy, but it falls short when the digital sphere injects soft power, rapid public opinion shifts and non-state actors.

President Tinubu Foreign Policy (2023 to Date)

Tinubu's Foreign Policy and Social Media President Tinubu has positioned Nigeria for a more assertive role in regional and global affairs, focusing on economic diplomacy, African leadership (e.g., ECOWAS), and attracting foreign investment. The "4Ds" of President Tinubu's administration are Democracy, Development, Demography, and Diaspora, representing a foreign policy strategy focused on these pillars to enhance Nigeria's global standing and achieve national objectives. This approach aims to promote democratic values, stimulate economic development through both domestic and foreign investment, leverage Nigeria's large population, and engage the Nigerian diaspora for remittances and investment. His administration's engagement. the foreign policy focuses on the following cardinal doctrines **Democracy**: This involves promoting democratic values and institutions, both domestically and in the West African region, as a cornerstone of stability and good governance (Jones, R 2022). It also involves actively participating in global democratic forums and advocating for a more just international order. President Tinubu Condemns military coup in Guinea Bissau, sends strong warning. On 7th December 2025, the military personnel in Benin announced that they have ousted President Patrice Talon (Punch Newspaper7th, December 2025).This is in line with its doctrine of upholding democracy in Nigeria and externally. The president Tinubu foreign policy is aimed at maintaining democratic institutions within and outside its territorial space. However, is Nigeria truly democratic? or we are still in the process of Democratization. these are questions that demands answer.

Development: This focuses on fostering economic growth through reforms, attracting foreign direct investment, and promoting infrastructure and trade. Key reforms include the removal of fuel subsidies and the unification of exchange rates, which are seen as crucial for stabilizing the economy and attracting foreign capital. Though, despite several reforms by the government Nigeria is yet to be among the committee of developed nations. Poverty is overt and unemployment remains an impediment to development in Nigeria. Nigeria despite called giant of Africa have not her attained her development goal, this have been bedeviled by insecurity, corruption and nepotism which have slowed development. Many investors and companies in Nigeria relocated from Nigeria because of insecurity and poor power supply. They have to look foe environment that will give ease to their business.

Demography: This pillar recognizes Nigeria's large and young population as a significant asset. The strategy involvescollaborating with countries that have similar demographic profiles to share experiences and opportunities, and using this demographic advantage to project influence globally. Nigeria no doubt has the highest number of labour force in Africa. in 2020 a statistical analytical findings by the international labour organization posited the estimated youth unemployment rate in Nigeria was 14.2 percent (Bureau Of Public Service, 2020). You

might wonder why percentage for youth unemployment is small, this is a function of the percentage of the unemployed in the age group of 15 to 24. The general rate of unemployment was approximately six percent in 2018This means most Nigerian youth are not meaningfully employed. This is may be reasons why many youth travel abroad insearch of greener pastures. this has brought about mobility of labour force in Nigeria.

Diaspora: This component focuses on leveraging the Nigerian diaspora as a catalyst for development. The goal is to better engage this community, encouraging them to act as a bridge for cultural and economic exchange, and to contribute financially through remittances and investments. It involves direct engagement, encouraging investment through schemes like the diaspora mortgage, leveraging their skills for national growth and better consular support aiming to transform them into ambassadors at large to boost national development.

In the case of Nigeria, Afrocentrism is a major tenet of Nigeria foreign policy, this has to do with focusing first with issues and policies relating to Africa. this means the first diaspora engagement is Africa before another global issues.Historically the diaspora of any ethnicity is a critical element in its development. This is because their social skills and experiences, capital, connections, economic and technological knowledge among other attributes are central to development (Attah, 2024). Nigeria have engaged and fought for a safe external environment. Nigeria played a key role in neutralizing the coup in Benin, this is to safeguard her regional interest vis avis ECOWAS. while many have questioned this move of pursuing a safe external environment and protecting her Afrocentric national interest, against resolving internal security challenge, it is evident that Nigeria remain resolute in maintaining her diaspora position as regional power.

Impact of Social Media on Foreign Policy: Opportunities and Challenges

Diplomatic Relations between the United States and Nigeria have soured swiftly and dramatically, as U.S. President Donald Trump and his allies on the political and religious right accuse the Nigerian authorities of inaction or worse in the face of what they describe as the mass killing of Christians(Crisis group, 2025). The Trump administration has threatened to intervene militarily to bring the alleged slaughter to a halt, provoking strong pushback from Abuja, which insists that Nigeria's territorial integrity be respected. This U.S.-Nigerian rift has brought bilateral ties to their lowest point since the 1970s, when the two countries were at odds on how to end apartheid rule in South Africa. Relations have been slipping for several months, as first U.S. right-wing media circles and later the White House itself began saying the Nigerian government was tolerating or even enabling what some describe as an attempted "genocide" of Nigerian Christians. But a significant escalation came on 31 October, when Trump announced that the U.S. State Department was designating Nigeria a Country of Particular Concern under the International Religious Freedom Act – potentially paving the way for further consequences, from diplomatic pressure to sanctions. This have generated several controversies in the country while some believes more Muslims have been murdered than Christians in the north others believes the insurgency is targeted towards Christians. however, one this is clear and pertinent Nigeria have been unable to tackled this menace and may need help may be inform of intelligence or any means that could mitigate insecurity. This humanitarian intervention might be necessary to help the state from collapse, as it is an open secret that protection of lives and property remain the primary role of the state. In instances where, a state is

unable to perform this role humanitarian intervention becomes a necessity.

A day later, Trump further the ante, threatening that Washington would cut off all aid to Nigeria, ordering the Pentagon to "prepare for possible action" in "that now disgraced country" and vowing to "go in … 'guns-a-blazing'", for a "fast, vicious and sweet" operation, if its government failed to stop Islamists from killing Christians. Trump's secretary of state, Marco Rubio, promptly endorsed those directives as State Department policy. Hours later, the U.S. defence secretary (a title styled as "Secretary of War" by the Trump administration), Pete Hegseth, declared that "the Department of War is preparing for action: either the Nigerian government protects Christians or we will kill the Islamic terrorists who are committing these horrible atrocities"(Crisis group, 2025).On 3 November, Trump doubled down on his earlier claim that Christians are being killed "in very large numbers" in Nigeria, hinting that U.S. military action could take several forms, from airstrikes to ground incursions in the country.(Crisis group, 2025).

In sum, Trump's threats are a setback for President Tinubu at home and abroad. While running for office in 2023, he had promised that, as president, he would "improve Nigeria's standing and dignity" among nations. But the rift with the U.S., along with other foreign policy challenges (notably the unprecedent breakaway of three member states from the Economic Community of West African States (ECOWAS) while Tinubu was chairman in 2024), have deepened concerns among many Nigerians about Tinubu's leadership and raised more questions about Nigeria's global standing.

To this end, Social media presents both opportunities and challenges for foreign policy, offering direct global communication and public engagement while simultaneously creating risks like the rapid spread of misinformation and cybersecurity threats. It democratizes diplomatic influence, allowing governments to bypass traditional media, but also empowers non-state actors and can be used to incite violence and undermine institutions.

Benefits of Social Media on President Bola Ahmed Tinubu's Foreign Policy

Social media have benefited Nigeria foreign policy in the following way.

Digital Public Diplomacythe Ministry of Foreign Affairs (MFA) now uses X (formerly Twitter), Instagram, TikTok and LinkedIn to broadcast Nigeria's positions on democracy, development, demography and diaspora (the 4Ds doctrine). Real-time updates on diplomatic trips, ECOWAS engagements, and trade MoUs give global audiences instant insight into Nigeria's agenda

Soft Power Amplification Viral hashtags (e.g., Tinubu 4 Democracy, AfCFTA) and shareable content (cultural festivals, investment roadshows) boost Nigeria's image, attract FDI and diaspora remittances. Studies show such exposure enhances "attraction and persuasion" power, a core element of soft power .

Crisis Communication & Damage Control – During the Benin coup (Dec 2025) and Guinea-Bissau unrest, MFA X accounts posted official statements, countered misinformation and coordinated with ECOWAS partners, helping shape a unified narrative despite Trump's polarising tweet

Diaspora & Youth Engagement – Platforms like Instagram and TikTok reach Nigerian youth and diaspora communities, driving remittance flows, digital literacy programs, and recruitment for skill-development schemes that support the "Demography" pillar .

Policy Feedback Loop : Social listening tools let the government gauge public sentiment on

foreign policy moves (e.g., AfCFTA implementation, BRICS outreach) and adjust messaging before issues spiral, improving responsiveness .

Cost-Effective Advocacy, compared to traditional media, posting videos, infographics or press releases online costs far less while reaching millions of Nigerians and foreign audiences simultaneously.

Disadvantages of Social Media on President Bola Ahmed Tinubu's Foreign Policy

Misinformation & Fake News – The rapid and often unchecked spread of fake news and propaganda can complicate diplomatic efforts, undermine credibility, and fuel conflict.Platforms spread false narratives (e.g., deepfakes, manipulated videos) that distort Nigeria's security reality and religious-freedom claims, forcing the MFA to spend resources on damage control and fact-checking. Social media as a "menace": In February 2024, at a book presentation, President Tinubu (represented by his Chief of Staff, Femi Gbajabiamila) was reported as saying that "Social media is a menace and must be regulated". He has noted that while social media allows every citizen to be a publisher, it also increases the speed and scale of misinformation. however, despite the misinformation by Facebook it has always details several information that have swayed governmental policy. This informationis sometimes sponsored and have swayed gullible readers.

Hate Speech &Polarisation Viral hate content and sectarian rhetoric amplify internal divisions, which external actors (e.g., Trump's CPC designation) can weaponise, undermining diplomatic trust and soft power.Unequal access to technology and digital literacy can exacerbate existing inequalities between developed and developing nations, creating imbalances in global diplomatic engagement. Social media platforms have empowered citizens and non-state actors, granting them unprecedented. Access to global audiences and the ability to shape. President Trump tweet about Nigeria been a country of particular concern have deepened the polarizationamongstChristians and Muslimspopulace. It has widenedthe nepotic divide in the society and sometimes have been used by politicians to echo their political point.

Rapid, Unfiltered Public Scrutiny Every diplomatic move (Benin coup intervention, ECOWAS stance) is instantly critiqued by citizens and foreign pundits, pressuring officials to react hastily instead of deliberating strategically. This analysisis sometimes written by diplomatic novice who have no professional and intellectualknowledge of diplomatic protocols and processes.

Digital Manipulation by State & Non-State Actors. Bots, coordinated disinformation campaigns, and foreign interference (e.g., during elections or after Trump's threats) blur the line between official policy and public perception, complicating bilateral talks.

Erosion of Credibility When unverified claims go viral (e.g., "Christian genocide" tweets), they damage Nigeria's image abroad, affecting FDI, trade partnerships, and security cooperation with allies like the U.S.

Loss of Controlled Narrative. Traditional diplomacy relies on measured statements; social media forces the presidency to constantly juggle multiple platforms, risking inconsistency and mixed messages. During his campaign in 2022, he mentioned that he stopped reading social media comments because the abuse he received was giving him "high blood pressure".

Cybersecurity threats: Social media platforms create new avenues for cyber-attacks and espionage that can undermine diplomatic relations and state security.This have given some state bad image affecting diplomatic

relations, trade and connectivity between actors

Discussion of findings

In view of the foregoing, analysis one thing is clear, Social media and its impact on President Foreign policy cannot be undermined or easily swept under the carpet. The foregoing analysis and research reveals Social Media Shapes Public Discourse. The social media which remain the easiest way Nigerian air their opinion no doubt have shaped and sparked several debates and discourse for Example President Tinubu's response to the Benin coup was influenced by social media narratives, shaping Nigeria's stance on regional stability.Social media platforms amplify public opinion, forcing policymakers to consider online sentiment.

More the research reveals Social Media Bypasses Traditional Diplomacy for Example Trump's tweet on Nigeria's state of insecurity and Nigeria been a country of particular concern prompted a rapid response from Nigerian officials, bypassing traditional diplomatic channels.Social media short-circuits formal diplomatic processes, requiring swift reactions.

finally, it reveals that Social Media Necessitates Swift Reactions. Social media demands timely responses to international developments, impacting diplomatic strategy for instance Example: President Tinubu's administration quickly addressed ECOWAS-related developments on social media, managing regional perceptions.

Conclusion

President Tinubu foreign policy is currently navigating a double sword challenge on the one hand defending Nigeria’s sovereignty and religious harmony against unfounded external accusations (Trump Tweet) and upholding ECOWAS obligations to restore constitutional order in Benin and Guinea Bissau amid a wave of coups. The situation underscores the tension between assertive regional leadership and managing diplomatic fallout from polarizing statements by foreign leaders. From a realist perspective, the international system is characterized by anarchy, where states prioritize their national interests and security in a competitive environment. Social media's impact on President Bola Ahmed Tinubu's foreign policy can be analyzed through the lens of realism. From a realist perspective, Social media becomes a tool for promoting Nigeria's national interests, such as economic development, security, and regional influence. Social media allows Nigeria to project power and influence regionally and globally, shaping narratives and perceptions. Social media Have becomes a domain of competition, where Nigeria must navigate threats (misinformation, cyber-attacks) and protect national security. Realism emphasizes state control; Tinubu's government must manage social media to serve national interests, balancing openness with security concerns. Nigeria uses social media strategically to advance foreign policy goals, like promoting trade or countering regional threats. Controlling narratives on social media becomes vital for Nigeria to maintain influence and counter. In conclusion, from a realist perspective, social media is a tool for Nigeria to pursue its national interests in a competitive international environment. President Tinubu's administration will likely leverage social media strategically to advance Nigeria's power, security, and influence.Based on the aforementioned, the paper recommends the following, thepaper emphasizes the importanceof strengthening strategic communications and deploy official channels of Nigerian diaspora influencers to counter misinformation on social media. It is also pertinent to reaffirm ECOWAS collaboration, to coordinate with ECOWAS standby force partners to ensure a unified, proportionate response to coups avoiding unilateral actions that could deepen regional mistrust. mores so,

it is important promote regional stability mechanism. It is possible through ECOWAS adopting a formal state of emergency protocol that includes clear triggers, timelines and humanitarian safeguards to prevent escalation. finally, social media has come to stay and its potency cannot be overshasised, Nigeria must prioritize social media to advance core interests (security, economic growth, regional leadership). The government should focus on countering misinformation and cyber threats to protect sovereignty and stability.

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