

Tweet this: India gains on US in Twitterverse

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In the Twitterverse ruled by President Barack Obama, India's new Prime Minister Narendra Modi may soon overtake the White House on Twitter.

An analysis of Twitter accounts—showing the emphasis some governments put on digital diplomacy as a 21st-century tool for statecraft—projects Modi, already the fifth most-followed world leader on Twitter with 4.95 million followers, will soon overtake the White House's 4.97 million.

He has a long way to go to catch Obama's campaign account, however, with 43.7 million followers; next comes Pope Francis, with 14 million followers on nine language accounts; and Indonesia's President Susilo Bambang Yudhoyono, with 5 million.

But the "Twiplomacy" study Wednesday by PR firm Burson-Marsteller shows French Foreign Minister Laurent Fabius and Swedish Foreign Minister Carl Bildt are the best-connected diplomats.

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