

Afghanistan Taliban long have used Twitter, WhatsApp as propaganda, governance tools | The Washington Post

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For a group that espouses ancient moral codes, the Afghan Taliban has used strikingly sophisticated social media tactics to build political momentum and, now that they're in power, to make a public case that they're ready to lead a modern nation state after nearly 20 years of war.

In accounts swelling across Facebook, Twitter and Instagram — and in group chats on apps such as WhatsApp and Telegram — the messaging from Taliban supporters typically challenges the West's dominant image of the group as intolerant, vicious and bent on revenge, while staying within the evolving boundaries of taste and content that tech companies use to police user behavior.

The tactics overall show such a high degree of skill that analysts believe at least one public relations firm is advising the Taliban on how to push key themes, amplify messages across platforms and create potentially viral images and video snippets — much like corporate and political campaigns do across the world.

[...]

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