

## **Geopolitical Implications and the Role of LinkedIn in the Russo-Ukrainian War: A Comprehensive Analysis of Social Media in Crisis Situations**

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**Abstract :** This research investigates the evolving role of social media in crisis situations by employing discourse analysis methodology and honing in on the Russo-Ukrainian War, particularly Ukraine's use of LinkedIn. The study posits that social media platforms, such as LinkedIn, play a crucial role in shaping communication, disseminating information, and influencing geopolitical strategies during conflicts. Focusing on Ukraine's official state account on LinkedIn and analyzing its posts and interactions, the research aims to unveil discourse dynamics in high-stakes scenarios and provide valuable insights for leaders navigating complex global challenges. A comprehensive analysis of the data will contribute to a deeper understanding of the tactics adopted by political leaders in managing communication, the bidirectional nature of discourse provided by online social networks, and the rapid advancement of technology that has led to the growing significance of social media platforms in crisis situations. Through this approach, the geopolitical factors that influenced the country's social media strategy during the Russo-Ukrainian War will be illuminated, offering a broader perspective on the role of social media in such challenging times. Ultimately, the study seeks to uncover lessons that can be drawn from Ukraine's LinkedIn approach, informing future strategies for utilizing social media during crises and advancing the understanding of how social media can be harnessed to address intricate global issues.

**Keywords :** russo-ukrainian war, social media, crisis, discourse analysis

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