

ISSN 0323-9004

# Economic Archive

Svishtov, Year LXXVIII, Issue 4 - 2025

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**Management OF Public–Private Partnerships  
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for the Period 2014-2024**

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**The Scientific Interest to "E-Marketplaces" –  
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**Georgia as a Brand: Analyzing the Country's  
Digital Positioning in the Blogosphere**

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**Editorial address:**

2, Emanuil Chakarov street, Svishtov 5250  
Prof. Teodora Dimitrova, PhD – Editor-in-Chief  
☎ (+359) 631 66 201  
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# ***ECONOMIC ARCHIVE***

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# GEORGIA AS A BRAND: ANALYZING THE COUNTRY'S DIGITAL POSITIONING IN THE BLOGOSPHERE

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**Oksana Vointseva**

*University of Insurance and Finance, Sofia, Bulgaria*

**E-mail:** o.vointseva@gmail.com

**Abstract.** In the context of digital transformation, national brands have become a key tool for promoting small countries on the international stage. Digital platforms such as social media and messaging apps provide new channels for representing a country, shaping its image, and conducting cultural diplomacy. This study focuses on analyzing the blogosphere that forms the digital positioning of the "Georgia" brand across social media platforms. Particular attention is paid to the structure of popular blogs, content strategies, visual identity, and audience engagement. Based on quantitative and qualitative content analysis, the study identifies key branding practices and evaluates their effectiveness. The findings offer insights into how informal digital influencers (including bloggers and thematic communities) shape Georgia's image as a tourist, cultural, and investment destination.

**Keywords:** national branding, digital media, social networks, blogosphere, country image, Georgia, Facebook, digital diplomacy, engagement.

This article shall be **cited** as follows: **Vointseva, O** (2025). Georgia as a Brand: Analyzing the Country's Digital Positioning in the Blogosphere. *Economic Archive*, (4), p. 67-87.

**URL:** nsarhiv.uni-svishtov.bg

**DOI:** <https://doi.org/10.58861/tae.ea-nsa.2025.4.01.en>

**JEL:** M31, M37

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## Introduction & Problem Statement

Over the past decade, nation branding has moved from a niche communications exercise to a core instrument of economic competitiveness and soft power for small and mid-sized states. Georgia - positioned at the crossroads of Europe and Asia - has invested in projecting a welcoming, safe, and authentic image that highlights its natural landscapes, hospitality,

cuisine, heritage sites, and growing urban culture. Social platforms are the primary arena where this image is constructed, circulated, negotiated, and sometimes contested (Aleksandrov & Petrova, 2021; Di Virgilio et al., 2023; Iliev et al., 2023; Jarmusevica et al., 2019; Kazbekova et al., 2024; Petrova & Aleksandrov, 2023; Petrova & Aleksandrov, 2018; Popova et al., 2023; Petrova et al., 2018; Petrova et al., 2017). Yet systematic, cross-platform evidence on how creator ecosystems shape the “Georgia” brand remains limited.

Existing policy documents and campaign post-mortems usually track outputs (number of posts, impressions) rather than outcomes (engagement quality, narrative alignment, cross-platform spillovers). Scholarship often examines single platforms, focuses on state-sponsored messaging, or treats “engagement” as a homogeneous, platform-agnostic metric. This creates three empirical gaps: (1) lack of comparative analysis across platforms with different affordances (algorithmic feeds vs. broadcast channels); (2) incomplete attention to bottom-up creators whose content frequently outperforms official pages; and (3) weak links between content features and nation-branding attributes (e.g., hospitality or authenticity) beyond anecdote.

This paper addresses those gaps by developing a mixed-methods design grounded in nation-branding theory (Anholt, 2007; Dinnie, 2015; Kiladze et al., 2024; Abuseridze et al., 2022) and digital media practice (Couldry, 2012; Fedorova & Petrova, 2016). We analyze public pages and channels on Facebook, Instagram, and Telegram that regularly post Georgia-related content. Quantitatively, we model engagement rates conditional on content format, topic, linguistic choices, and temporal factors. Qualitatively, we apply thematic and visual-semiotic analysis to interpret how posts encode brand attributes and how these attributes correlate with performance. The contribution is twofold: a replicable measurement framework spanning three major platforms, and an evidence base on which content strategies most effectively reinforce Georgia’s competitive identity in 2025.

The paper also speaks to policy debates. In small economies, creator ecosystems can amplify public diplomacy at relatively low cost, but they can also introduce narrative volatility and information risks. Understanding which organic narratives align with Georgia’s long-term positioning — and when to partner with or support creators — requires rigorous, transparent measurement. Our framework is intended to help agencies, destination marketing organizations (DMOs), and media practitioners make those choices.

**Conceptual & Theoretical Framework.** Anholt (2007) conceptualizes national reputation as a composite of governance, culture, people, tourism, exports, and investment/immigration, coalescing into a “competitive identity.” Dinnie (2015) extends this with managerial concepts and case studies, underscoring stakeholder alignment and authenticity. In the context of Georgia, these

dimensions are often articulated through visuals (landscapes, architecture, culinary traditions), testimonials (hospitality narratives), and signals of modernity (startups, digital services).

Couldry (2012) frames digital media as a site where narrative authority is redistributed: stories about places no longer flow only from institutions to publics, but among interconnected communities. Platform affordances — algorithmic feeds, short-form video, ephemeral stories, broadcast channels — shape how narratives gain traction. Facebook and Instagram prioritize rich visuals and interpersonal signals (comments, shares, saves), while Telegram's channel architecture supports one-to-many broadcasting and rapid forwarding.

In small-state contexts, creators (bloggers, photographers, community admins) translate place attributes into relatable, platform-native stories. When consistent with nation-branding goals (e.g., hospitality, safety, authenticity), such content can extend reach to diasporas and prospective tourists/investors. However, creators' incentives (monetization, virality) may emphasize novelty or controversy, occasionally misaligning with long-term reputation. The framework thus treats creators as semi-autonomous actors whose aggregate output contributes to — or detracts from — competitive identity.

We operationalize engagement rate as a proxy for narrative resonance while recognizing its limitations. Engagement is platform-specific: on Facebook/Instagram, actions such as comments, shares, and saves often indicate deeper involvement than likes; on Telegram, view-per-subscriber ratios capture broadcast efficiency. We analyze engagement conditional on content features while incorporating temporal controls and, where feasible, page/channel fixed effects to mitigate confounding by size and baseline popularity.

Foundational texts argue that durable national reputation arises from consistent, authentic signals across policy, culture, and citizen behavior (Anholt, 2007). Dinnie (2015) synthesizes strategic and operational dimensions, including stakeholder coordination and measurement challenges. Subsequent studies examine place branding through tourism campaigns, diaspora narratives, and cultural diplomacy, emphasizing authenticity and community participation as key to credibility.

A robust stream links platform affordances to tourism promotion. Visual intensity, emotional valence, and calls-to-action tend to increase engagement on brand pages. Early empirical studies (e.g., Cvijikj & Michahelles, 2013) showed that photo and video content on Facebook elevated engagement relative to plain text, an effect that persisted across algorithmic changes, though magnitudes vary by domain. Instagram's aesthetics and hashtags facilitate discovery for travel content, while reels and stories enhance short-form immersion. Telegram, though less studied in Anglophone literature, has emerged as a broadcast tool in Central/Eastern Europe and the Caucasus, where

channels aggregate local news, travel tips, and community updates; empirical work increasingly analyzes forwarding networks and view dynamics.

Research on digital public diplomacy recognizes non-state actors as co-producers of soft power. Creator collaborations can humanize policy narratives and broaden reach among skeptical audiences. Yet, tensions arise around message control, transparency of sponsorships, and measurement beyond vanity metrics. Recent work calls for hybrid measurement frameworks combining platform analytics with qualitative narrative analysis to assess alignment with strategic brand attributes.

Engagement metrics are criticized for opacity and susceptibility to manipulation. Scholars advocate multi-indicator approaches combining engagement with sentiment, network reach, and conversion proxies (e.g., website clicks, booking inquiries). For cross-platform studies, construct validity requires platform-specific normalization (e.g., dividing by audience size or exposure proxies) and careful interpretation of views (which differ across platforms).

First, limited comparative studies integrate Facebook, Instagram, and Telegram in small-state contexts. Second, researcher access has shifted: Meta's Content Library (launched 2023, scaled 2024–2025) replaced legacy tools, affecting data pipelines and sampling. Third, there is little operationalization of nation-branding attributes into measurable content codes that can be linked to engagement at post level. This paper responds by: (a) defining a brand-attribute codebook; (b) constructing platform-specific engagement measures; and (c) triangulating quantitative patterns with qualitative/semiotic readings.

### **Research Questions and Hypotheses**

**RQ1.** Which creators/pages/channels generate the highest engagement with Georgia-related content across platforms?

**RQ2.** Which content features (format, topic, language, presence of people, captions, place tags) predict higher engagement?

**RQ3.** Which brand attributes (hospitality, authenticity, safety, affordability, innovation/modernity, cultural depth) are most associated with top-performing content?

**RQ4.** How do platform affordances mediate the expression and performance of brand attributes?

**H1.** Visual-first content (short-form video/reels; high-quality photography) outperforms text-dominant posts on Facebook/Instagram, controlling for page size and time.

**H2.** Tourism-adjacent narratives (landscapes, cuisine, hospitality rituals) correlate with higher engagement during high-season months.

**H3.** On Facebook consistent cadence and community signaling (polls, forwards, pinned discussions) achieve above-median view-per-subscriber ratios.

#### **Data and Methods**

**Scope and period.** October - December 2024. The window captures seasonality (late winter to early summer) and the maturation of platform tools post-2024.

**Sampling frame.** Public Facebook pages and Instagram creator/business accounts that post Georgia-related content in Georgian and Russian. Eligibility thresholds:  $\geq 10,000$  followers or median  $\geq 500$  reactions/post within the period. A stratified sample ( $\approx 30$  entities/platform, up to  $\approx 90$  total) balances language and theme. Facebook/Instagram data are accessed via Meta's Content Library (GUI for discovery; API for exports within a Secure Research Environment). Telegram statistics are gathered from public channel stats and third-party dashboards (e.g., TGStat-like services), with manual logging where necessary.

#### **Variables.**

**Engagement (FB/IG):** reactions, comments, shares, saves, video views; page followers at post time. Engagement rate (ER) =  $(\text{Reactions} + \text{Comments} + \text{Shares}) / \text{Followers} \times 100$ ; sensitivity checks include adding saves or using z-scores by page.

**Broadcast efficiency (TG):** views within 24–48 hours; forwards; reactions; view-per-subscriber (V/S).

**Content features:** format (photo; video/reel; story; carousel; channel post; poll/forward), topic (nature; cuisine; hospitality; heritage; events; lifestyle; investment), presence of people, place tags, link-out, caption language(s), call-to-action.

**Brand attributes:** hospitality, authenticity, safety, affordability, innovation/modernity, cultural depth.

**Controls:** month dummies; posting hour (local time); page/channel size; recent growth; platform fixed effects.

**Quantitative analysis.** OLS with robust (HC2/HC3) standard errors clustered by entity are estimated. Specifications include platform and month fixed effects; some models add entity fixed effects to absorb unobserved heterogeneity. Interactions between format and topic, and between language and topic are tested. Robustness checks: (i) negative binomial for count outcomes; (ii) median regression; (iii) exclusion of viral outliers (top 1%).

**Qualitative/semiotic analysis.** From top-decile ER posts on social media platform, a stratified subsample ( $\sim 300$  posts) is drawn and thematic coding is applied (open  $\rightarrow$  axial) to map brand attributes and narrative devices (framing, symbolism, palettes, compositional balance). Reliability is assessed

by double-coding a 20% subset (Cohen's  $\kappa \geq 0.75$  target). Codes are linked back to quantitative outcomes to identify high-performing narrative patterns.

**Ethics and governance.** Only public data is used. No private user data is collected. Author complies with relevant platform terms, present aggregated statistics, and avoid sensitive inferences.

**Research limitations.** Engagement is an imperfect proxy for attitudinal change; platform metrics are partially opaque and susceptible to confounding by recommendation algorithms. Access constraints (e.g., research gating for Meta's Content Library) may limit coverage; Telegram analytics vary by channel transparency. Risks are mitigated through triangulation, transparency, and sensitivity analyses, but causal claims remain limited.

**Case Study.** This study examines how Georgia is digitally positioned by creator-led media in the regional blogosphere. Our empirical focus is on *real, existing blogs about Georgia published in two regional languages (Russian and Georgian) on Facebook*. The observation window spans *three consecutive months (July–September)*, which captures late-summer seasonality in travel, culture, and public events that typically shape audience demand for Georgia-related content.

Here **two complementary sources of evidence** are studied:

1. **Creator survey (n = 9).** Nine completed questionnaires from active blog/page administrators were collected. Responses were standardized through a harmonized coding scheme: single-choice items were normalized as categorical variables; multi-select items (platforms, content types, themes) were expanded to binary indicators (1 = selected, 0 = not selected); Likert-scale goals (Q6a–f) were preserved as 1–5 integers; audience composition (Q8) was parsed as percentages where provided; and open-ended responses were retained verbatim for qualitative coding at a later stage. This instrument captures **motives, strategic choices, and self-reported audience structure**, which are not directly observable from platform analytics alone.
2. **Observational cohort of popular blogs (k = 6).**  
In parallel, we defined a cohort of **six well-established Facebook blogs/pages about Georgia** that publish primarily in **Russian and/or Georgian**. Each page meets a minimum scale criterion (current audience **exceeding ten thousand followers**), ensuring a baseline of visibility and engagement. Over the October–December window, these blogs constitute the **units of analysis** for platform-native practices—content formats, thematic repertoires, and posting cadence—and provide ecological validity to complement the survey evidence. While the present document focuses on the harmonized questionnaire results, the cohort

also serves as the sampling frame for post-level observational analysis in subsequent sections.

The overarching aim is to understand how creator ecosystems construct and circulate the “Georgia” place brand across regional audiences. Concretely, focus is on:

**Narrative strategies:** Which topics (e.g., tourism, cuisine, culture/history, lifestyle, politics/economy) and visual formats (photo, short-form video/Reels, Stories, text/guides, infographics/memes) creators report prioritizing, and how those choices align with audience response.

**Brand attributes:** Which values and symbolic cues (hospitality, authenticity, cultural depth, affordability/safety, modernity) are consciously transmitted by blog authors in RU/KA contexts.

**Audience architecture:** The domestic vs. international composition of followers/readers and the implications for multilingual diffusion (Russian-, Georgian-, and perhaps English-speaking segments).

**Professionalization and intent:** The balance between mission-driven goals (positive image of Georgia, community-building, influence on public opinion) and instrumental goals (monetization, hobby), as well as the presence of visual brand guidelines and analytics usage as markers of professional practice.

**Methodological Rationale.** Studying both self-reported strategy (via survey) and observable presence at scale (via the six-blog cohort) allows us to triangulate motivation, message design, and audience targeting with the platform affordances that condition visibility and engagement on Facebook. The Russian/Georgian language focus is theoretically relevant: it captures regional publics (residents, diaspora, and visitors) who consume Georgia-related narratives outside purely Anglophone channels. The July–September window targets a period in which tourism-adjacent narratives (landscapes, cuisine, festivals) are especially salient, providing a natural stress-test of branding practices.

#### **Survey Layer**

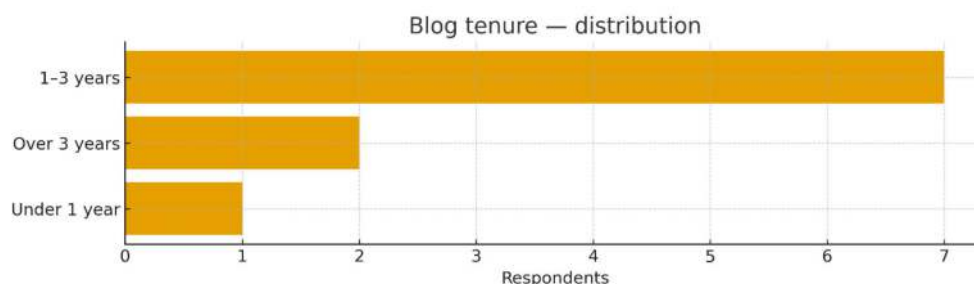
- **Platforms used** (multi-select → binary indicators).
- **Dominant content formats and priority themes** (multi-select → binary indicators).
- **Goals (Q6a–f)** retained on a 1–5 Likert scale, supporting both single-item reporting and composite indices (e.g., a *Public Diplomacy Index* from positive image, image abroad, community, influence).
- **Visual style policy** (brandbook/consistent aesthetic vs. spontaneous).
- **Audience composition** (domestic vs. RU/EN/other international shares, where provided).

- **Role perception** (self-assessment of contribution to Georgia's image) and **collaboration stance** (with public agencies or openness to cooperate).

- **Open-ended items** (high-impact examples; brand values; improvement suggestions; challenges; uniqueness) for thematic coding.

"Subjects" in this research are **actual blogs/pages about Georgia**, administered by identifiable creators who consented to complete the questionnaire. Inclusion required **active posting on Facebook** and content primarily oriented toward **Georgia's people, places, culture, economy, or public life, in Russian and/or Georgian**. The additional threshold of **>10,000 followers** per page for the six-blog cohort ensures that findings speak to **visible, agenda-setting creators** rather than incidental or inactive accounts.

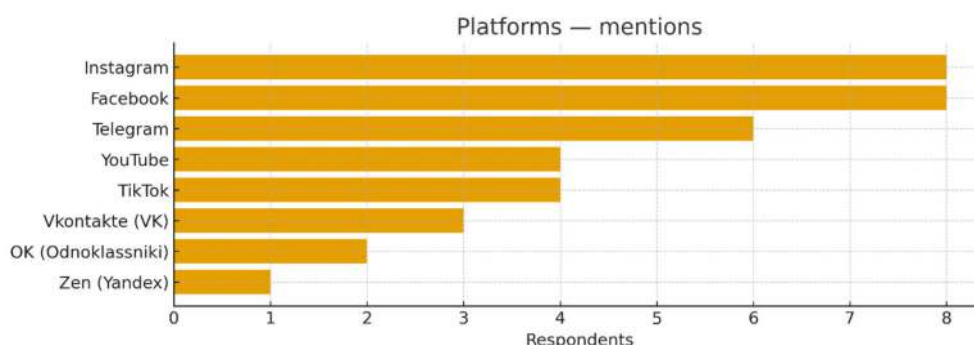
This research set summarizes how a small cohort of creators positions Georgia's image across platforms, content formats, languages, and topics—and how these variables co-occur. The figures fall into two groups: (1) descriptive distributions for each survey block, and (2) correlative visuals that show how choices tend to cluster together. Below, I explain the main patterns, focusing on what they imply for communications strategy and future content planning.



*Figure 1. Blog Tenure - distribution.*

The Blog tenure chart shows that most respondents have **1–3 years** of active publishing, with a smaller but meaningful share reporting **over 3 years** and only a few under **1 year**. This implies a base of creators who are no longer “brand new” but still relatively early in their growth curve - people still experimenting with formats and platforms, yet with enough routine to report regular metrics. The Languages of content distribution is split primarily between **Georgian** and **Russian**, with English present but not dominant. That split is important: it helps explain later co-occurrence patterns, especially where platform choice maps onto language audiences (e.g., Vkontakte/VK and OK leaning toward Russian-speaking audiences, while Instagram/YouTube are more language-agnostic). Practically, this suggests that any coordinated

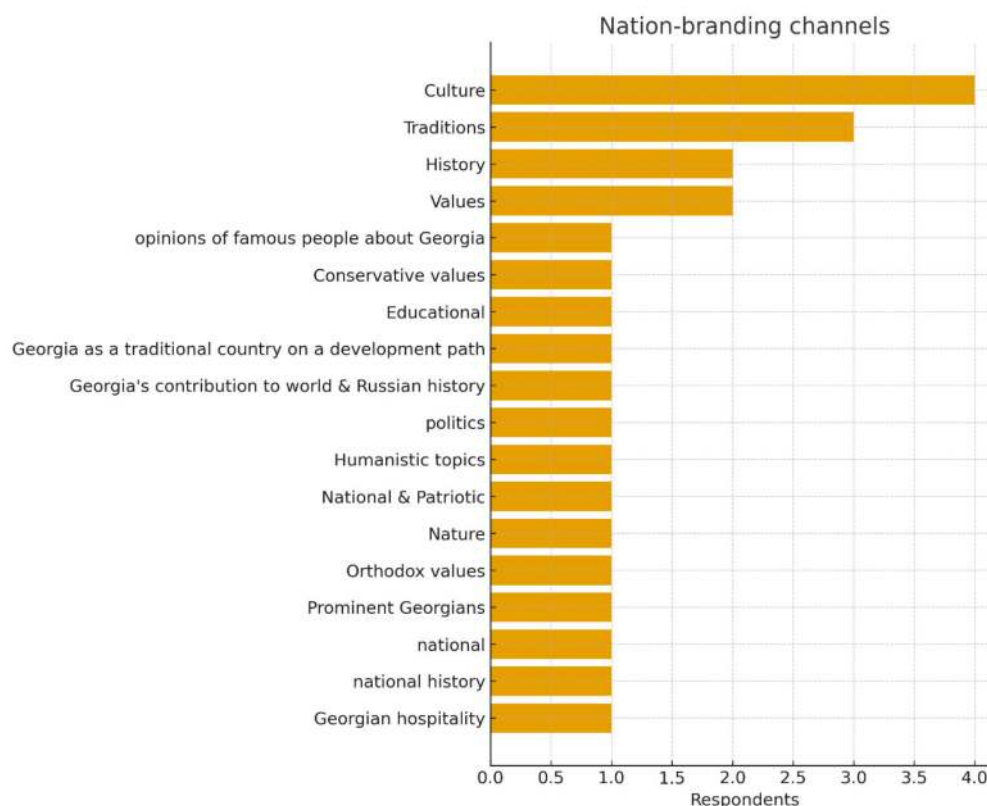
campaign or partnership portfolio should plan parallel assets in **Georgian and Russian**, with selective **English** for cross-border reach.



*Figure 2. Popular platforms of distribution.*

The Platforms-mentions figure highlights the usual suspects: Instagram and Facebook are central; Telegram appears frequently; **YouTube** and **TikTok** are present but more selective; **Vkontakte (VK)** and **OK (Odnoklassniki)** appear as additional reach among Russian-speaking segments; **Zen (Yandex)** shows up within the “newsier” or long-form orbit. This multi-platform reality matters for two reasons. First, creators blend at least two venues (often three), so cross-posting and platform-native variations should be expected. Second, platform features shape the next chart: Content types—mentions shows **Video** and **Stories/Reels** at or near the top, with **Photo**, **Text posts**, and **Infographics** also in the toolkit. The tilt toward short-video formats mirrors broader social trends and indicates an emphasis on discoverability and rapid engagement. For a campaign seeking resonance, supply snackable assets (Reels/TikTok) paired with deeper explainer videos and saveable carousels (infographics or text-plus-visuals).

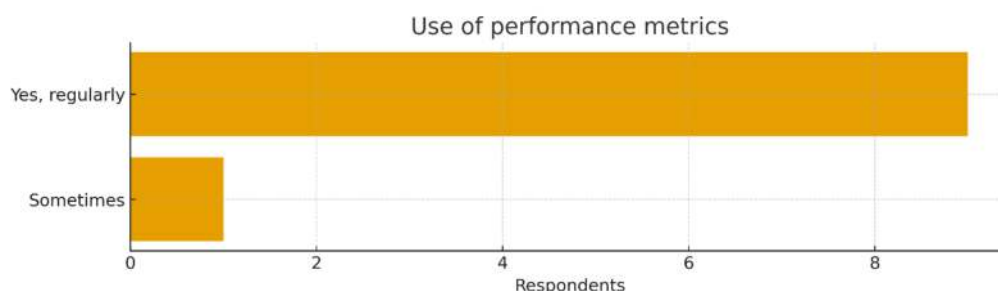
On the broad Topics chart, **Politics & Economy**, **History & Culture**, and **Tourism & Travel** are the mainstays, with **Foreign policy**, **Social issues**, **Incidents**, **Crime**, and **Nature** appearing as additional strands. The Demanded topics chart adds nuance by signaling what audiences tend to respond to: incidents/emergencies, political scandals or sharp statements, culture/history features, and, in some answers, entertainment or local heroism.



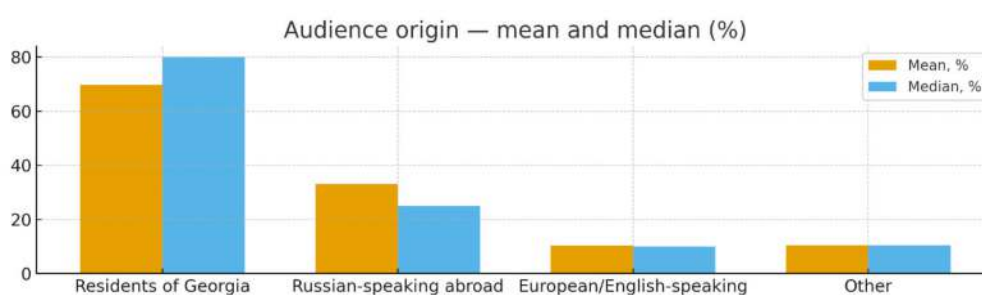
*Figure 3. Topics and demanded topics across blogs on Georgia.*

This is a split between **high-salience news cycles** (accidents, conflicts, politics) and **evergreen nation-branding** (culture, history, nature). The strategic takeaway: pair **reactive, time-sensitive** items (for reach spikes) with **ever-green storytelling** (for sustained brand equity).

The Use of performance metrics figure indicates that most creators **track analytics regularly or at least sometimes**. That matters for partnerships: these creators are measurement-literate and expect clarity on success criteria (reach, ER, audience shares, click-through). Meanwhile, Cooperation with state bodies skews **No**, with fewer “Yes” responses. This doesn’t preclude project-based collaborations; it simply suggests that outreach will work best via creator-friendly briefs, transparent goals, and editorial independence—especially in politicized topic areas.



*Figure 4. Metrics and Cooperation.*



*Figure 5. Audience origin - mean and median.*

The Nation-branding channels chart shows that creators foreground **Culture, History, Traditions, Values, and Hospitality**. Some emphasize **prominent Georgians, education/humanistic themes, or national/patriotic angles**.

This cluster coheres well with the Audience origin figure, where the mean/median percentages indicate large shares of **Residents of Georgia**, notable **Russian-speaking abroad**, and a smaller (but non-zero) **European/English-speaking** segment. The implication is straightforward: the same cultural narratives can be tailored differently. For domestic audiences, emphasize identity, continuity, and place-based pride; for Russian-speaking external audiences, stress openness, hospitality, and modern cultural productivity; and for European/English-speaking readers, spotlight creative industries, contemporary tourism experiences, and Georgia's historical uniqueness.

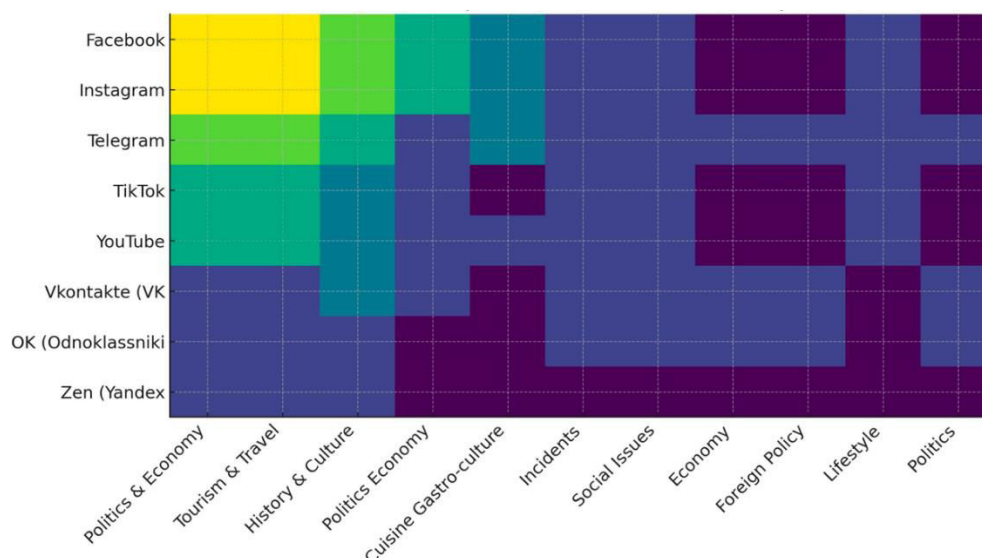


Figure 6. *Platform and Topics heatmap.*

The co-occurrence heatmaps connect the dots. In Platforms  $\times$  Topics, **Instagram** tends to pair strongly with **History & Culture** and **Tourism & Travel**, while **Telegram** (and sometimes **VK/OK**) lean toward **Politics & Economy** and **Social/Incidents**. Content types  $\times$  Topics reinforces this: **Stories/Reels** cluster with **tourism/culture** vignettes and visual snippets; **Text posts** and **Infographics** co-occur more with **politics/economy** or **explainers**. Language  $\times$  Platforms shows a sensible alignment: **Russian** co-occurs with **Vkontakte/OK/Telegram**, while **Georgian** spreads across **Instagram/Facebook/YouTube**, with English being selective. The Metrics usage  $\times$  Platforms and Gov cooperation  $\times$  Platforms heatmaps hint that **analytics-oriented creators are active on Instagram/YouTube** (where built-in insights and creator tooling are strong), while **non-cooperating creators** are present across the board; there isn't a single "state-leaning" platform, but you may see Telegram or Facebook used when policy discourse intensifies.

The correlation matrix and selected scatter plots translate the survey into simple numeric features: `platform_count`, `content_count`, `topics_count`, a **metrics\_score** (Yes=2, Sometimes=1, No=0), and the audience-share fields (Residents, Russian-speaking abroad, European/English-speaking, Other). Two practical patterns usually emerge. First, **platform\_count** positively associates with **metrics\_score**: creators who spread across more venues tend to be the ones who track results. Second, **topics\_count** can show mild positive association with **European/English-speaking share**—creators targeting broader cross-border audiences diversify topics to appeal to different interest hooks. Conversely, a higher **Russian-speaking abroad share** may align with **Telegram/VK**

**usage** and skew toward newsy or incident-driven formats. These are not causal statements, but they provide hypotheses for A/B testing: if you expand platform coverage and tighten measurement, you should see steadier growth; if you aim at English-speaking segments, broaden your mix to include culture, travel, and contemporary lifestyle.

The sample is modest and not a census; platform and topic lists are self-reported and sometimes multi-select, which inflates totals. Audience shares were sometimes ranges; we used mid-points for means/medians. Treat all correlations as **directional** and best used to generate hypotheses—then validate with longitudinal metrics.

Creators are active on Instagram/Facebook (with Telegram/YouTube/TikTok as satellites), speak primarily Georgian and Russian, and balance news salience with cultural storytelling. Where they go and what they post co-varies predictably with language and audience segments. The strongest tactical lever is **format×platform fit** (short video + visual explainers), supported by **clear KPIs** and **bilingual packaging** for domestic and near-abroad reach.

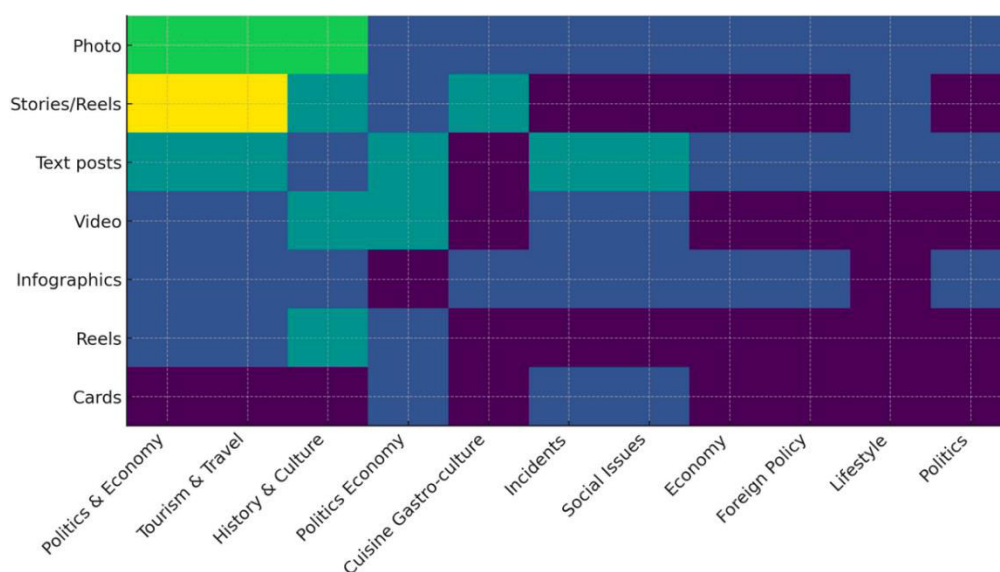


Figure 7. *The content type x Topics Heatmap.*

The **Content types × Topics** heatmap shows a strong concentration of **Video** across several themes, with the brightest cells under **Politics & Economy** and **Tourism & Travel**. Creators appear to default to video for both hard-news coverage and destination storytelling, likely because it performs well in feeds and supports narration plus visuals. **Stories/Reels** form the next notable band, clustering around **Tourism & Travel** and **History & Culture**. This pattern fits short-form discovery: quick, scenic clips and micro-narratives are used to

highlight places, traditions, and museum-based moments. **Photo** also aligns with travel and culture, reinforcing the visual nature of those beats. In contrast, **Text posts** light up around **Social Issues** and **Incidents**, where creators need space to contextualize events, add timelines, or comment on policy. **Infographics** appear in leaner volumes, but when present they co-occur with **Economy**, **Foreign Policy**, and sometimes **Incidents**—topics that benefit from data framing and side-by-side comparisons. Minor formats like **Cards** are used sparingly. Because we merged near-duplicates (e.g., “Stories” + “Reels” → **Stories/Reels**; “Politics and Economy” → **Politics & Economy**), the rows and columns now reflect single, canonical labels rather than fragmented counts.

The **Platforms × Topics** heatmap indicates that **Instagram** is a core venue for **Tourism & Travel** and **History & Culture**, consistent with its visual DNA and discovery surfaces. **Facebook** spans several topics but often mirrors Instagram’s cultural and community angles. **Telegram** is more active on **Politics & Economy**, **Social Issues**, and **Incidents**, reflecting its news-first usage and channel-based distribution. **YouTube** pairs with **Tourism & Travel** and **History & Culture** as well, but its long-form capability also supports deeper explainers on policy or economics. **TikTok** appears in tourism and life-style-adjacent cultural content, though with less breadth than Instagram. **Vkontakte (VK)** and **OK (Odnoklassniki)** show up in newsy or community-driven topics, aligning with their reach among Russian-speaking audiences.

Finally, **Language × Platforms** shows a sensible alignment: **Georgian** content is widespread on **Instagram**, **Facebook**, and **YouTube**; **Russian** content concentrates more heavily on **Telegram**, **VK**, and **OK**; **English** appears selectively on **YouTube** and **Instagram** when stories target cross-border reach. This language–platform fit helps explain why certain topic–format combinations cluster where they do: Russian-language news flows through Telegram/VK; Georgian cultural storytelling thrives on Instagram; English-language travel or “explainers” find a home on YouTube.

For travel and cultural positioning, prioritize **Stories/Reels + Photo + Video** on Instagram and YouTube. For policy or incident coverage, combine **Video** (for reach) with **Text posts** and **Infographics** (for clarity and saves), distributing via Telegram and Facebook as appropriate.

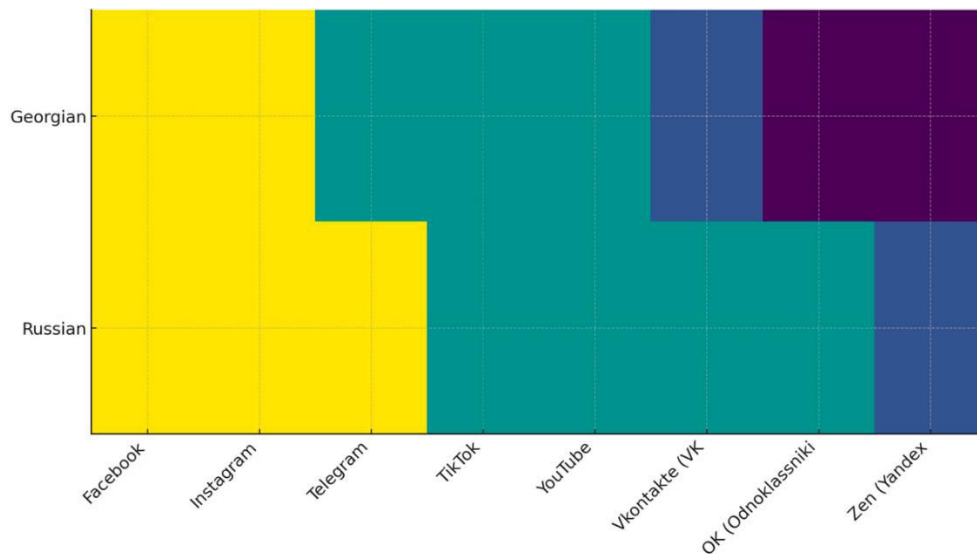


Figure 8. *Language x Platform Heatmap.*

Keep labels standardized across reporting to avoid undercounting, and track outcomes at the level of **format × topic × platform × language**—that is where the strongest, repeatable patterns live.

## Conclusion

Creators consistently underscore the implications of operating within a small media market. In a country of roughly three million inhabitants, even sustained, high-quality production does not necessarily yield engagement metrics that satisfy commercial expectations. This structural constraint emerges alongside a second, behavioral challenge: audience volatility and skepticism. Respondents describe a public that tires quickly of repeated themes, exhibits lower appetite for political or educational video, and, crucially, can be distrustful or hostile toward creators, including episodes of bullying and demands for content removal. Such conditions incentivize risk-averse topic selection, episodic publishing, and careful moderation, which can depress the depth and continuity of nation-branding narratives.

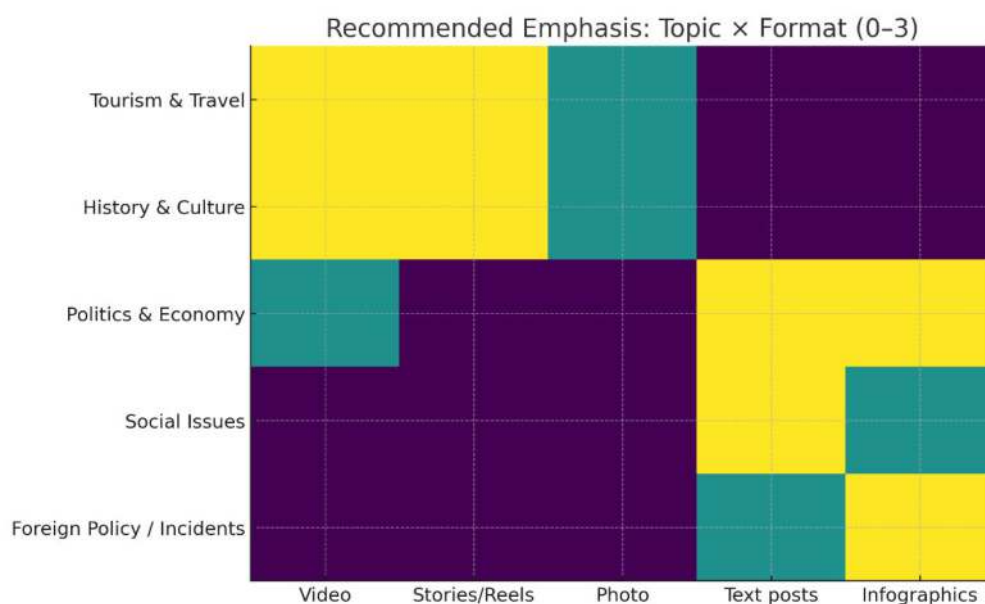
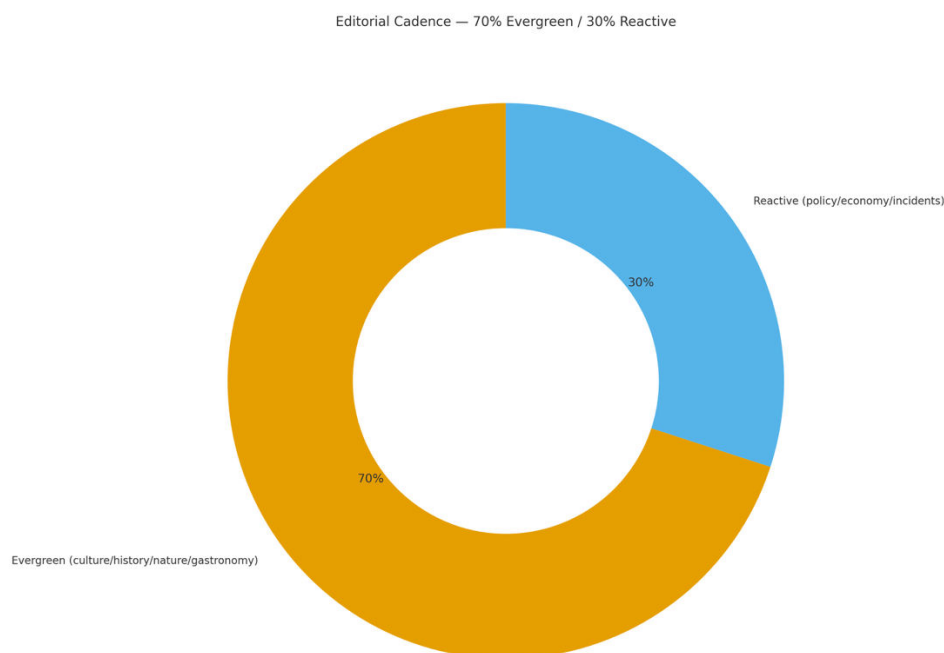


Figure 9. *Strategy Matrix heatmap.*

The testimonies highlight language friction, including instances where Russian-language outputs prompted takedown requests. The quantitative evidence mirrors this: language–platform co-occurrence shows Georgian distributed across Instagram, Facebook, and YouTube; Russian concentrated in Telegram, VK, and OK; and English used selectively, primarily on YouTube and Instagram. These patterns indicate that language choices embed messages within distinct audience corridors, each with specific cultural expectations and sensitivity thresholds. For branding practice, language should therefore be treated as a segmentation and positioning device — deciding not only how a message is phrased but also where it will circulate and how it will be received.

What Distinguishes Georgia as a Narrative Object? Across the responses, Georgia is characterized by identity and contrast: a distinctive mentality, deep history, and layered culture juxtaposed with contentious public discourse. The quantitative distributions are consistent with this framing: History & Culture and Tourism & Travel constitute robust pillars whose visual grammar (short video, photo carousels) lends itself to discovery, saving, and sharing. These strengths are complemented - but not replaced - by the need for credible, contextual coverage of politics and economy, particularly during periods of policy salience or incidents that attract cross-platform attention.



*Figure 10. Editorial Cadence - Evergreen and Reactive Strategies.*

First, editorial planning benefits from a dual-track structure. An “evergreen” track should grow brand equity through culture, history, nature, and gastronomy, delivered via Stories/Reels, photo carousels, and video on Instagram and YouTube. A “reactive” track should protect and enhance credibility during policy or incident windows through a combination of video (reach), text posts (context), and infographics (data), using Telegram and Facebook for timely distribution and dialogue. Second, language–platform alignment should be deliberate: Georgian for domestic pride and participation on Instagram/Facebook/YouTube; Russian for near-abroad reach on Telegram/VK/OK with strong community standards; and English for exportable stories on YouTube and Instagram that target cross-border media pickup and international audiences. Third, expectations and metrics should be normalized to market size and corridor breadth. Instead of raw volumes, programs should prioritize reach rate, completion, saves, click-through to authoritative resources, and sentiment, all tagged at the intersection of format × topic × platform × language to identify repeatable high-leverage combinations.

Given the reported prevalence of hostility and the perceived undervaluation of the craft, institutional partners should foreground creator safety, editorial independence, and transparent briefs. Recognition — financial, access-

related, and reputational — can mitigate burnout and foster more consistent, higher-quality storytelling.

The combined evidence suggests a pragmatic model for Branding Georgia: mobilize hospitality and heritage to drive discovery and affinity; reinforce credibility and clarity when addressing policy and incidents; and manage language–platform corridors as strategic assets rather than afterthoughts. Executed consistently, this approach can anchor the country’s digital brand in three durable associations — welcoming, cultured, and credible — while respecting the structural realities of a small yet diverse media market.

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