
Cuba: The President's 500 Tweets

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Since last October 10th the President of the Councils of State and Ministers, Miguel Díaz-Canel Bermúdez, began in Twitter, his tweets have already reached more than 500. Number 500 was posted this Wednesday on March 20th, at 7:41 a.m.

The piece of news is not just simple math, but the consolidation, through that media of thousand of messages, of the new type of communication in the Cuban political environment that the Cuban president has started in the Island.

The President's 500 tweet

Although the topics in the tweets have been dissimilar, all are characterized by the same super objective explicit on the hashtag #SomosCuba, #SomosContinuidad and #FidelCastro.

Hence, from the systematicity, the transparency and commitment, the presidential agenda is on the hand of all residents and anyone interested worldwide.

Next to the Cuban flag and the royal palm as symbols he intentionally repeats, the President has made of his micro blogging a unique engine that drives leaders and institutions to join this contemporary way of doing which are a way to stay in touch with the people they respond to.

With every tweet, Díaz-Canel ratifies his respect to the citizenship that voted for him, his commitment to democracy and to "man's full dignity" validated in the Constitution by which he voted among the first ones.

His exhortations and arguments in favor of the new Constitution put the #YoVotoSí in Twitter.

What does the President talks about?

The order here below does not sets priorities, the Cuban President has talked about his journeys through the country and the contact with the people, about meetings held at the Council of Ministers, about science, computerization, History, about the Cuban economy and associated to it the Blockade, the commerce, the innovation, the production and efficiency, as well as imports and exports.

His tweets have also touched health, education, culture, family, students, youth in general and the Cuban woman.

There have also been present topics like Havana and its 500 years, the disaster and recovery soon after passing of the tornado, the press, the laws, the new constitution and especially, about Fidel Castro as example and guide next to Raúl.

He has also approached in his topics the foreign affairs, particularly the United States actions regarding Cuba and Latin America. In this topic of foreign affairs, the message on January 23rd, at 6:52 p.m., on the support of Cuba to Venezuela, he received the largest amount of "Likes" among all tweets, as indicate index engines for that social network.

Indexes also revealed that January was in fact the month in which the President was more active in Twitter, with 99 messages.

The so-called **online government**, the electronic government, and specifically the contact with leaders at the bottom, those who work in municipalities and provinces, have been rules in the President's mandate and have equally feedback in his Tweeter profile.

Another of the peculiarities that distinguishes his tweets, marked by their reach, passion, feeling and strength, it's how many of them highlight the worth of Cubans, their self-esteem and feeling of belonging.

When the president congratulates one specific Cuban, either a famous personality or somebody little known, when he equally stimulates with one of his messages to a group of workers or an entire sector like that of lawyers or the written press, he is also motivating the will of improvement every day.

Praising in those people or groups features like dignity, decency, human solidarity, the selflessness, the working spirit and the commitment to Homeland, he is implicitly setting examples to follow, stressing the "Yes we can" of Raúl, ratifying that #VamosPorMás.(#WeWantMore)
