

# The caliphate is not a tweet away: The social media experience of Al Qaeda in the Islamic Maghreb

Torres-Soriano M.R.

This article offers a descriptive analysis of the propaganda activities of Al Qaeda in the Islamic Maghreb on Internet social media. It examines the group's propaganda actions from its creation in 1998 until the end of 2015 and argues that the use of social media, Twitter in particular, has failed to offer any real remedy to its mediocre propaganda actions. During the period in which its Twitter profiles were active, the organization continued to manifest the same problems, including a shortage of qualified human resources and poor internal coordination, which had prevented it from engaging in efficient propaganda activity previously. The study of the social media experience of the group offers further evidence of the vulnerabilities of this Maghrebi jihadist organization. © 2016 Taylor & Francis Group, LLC.