In recent years, Estonia has emerged as a frontrunner in the field of e-governance. The state’s infrastructure for everything from taxes to parliamentary elections is online and every citizen is issued a digital-ID they can use to authenticate their identity and access public e-services. In this talk, I draw on 22-months of ethnographic research in Estonia to show how the prominence of digital media in Estonian statecraft are alternatively reconfiguring and entrenching existing Estonian conceptualizations of citizenship and the Estonian nation.