Digital Public Relations Practices in Ecological Municipalism: Lahti Municipality Sample

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ABSTRACT

In this study, the use of Twitter for public relations purposes of the Lahti municipality was analysed. The study aims to reveal the public relations focus of the ecological municipality approach. In this context, Tweets shared on the Twitter account of the municipality between November 1 and November 30, 2021, were analysed by discourse and content analysis method in the 2020.2.2 version of the Maxqda program. The findings obtained from the analysis are: In the process that Lahti was elected as an ecological municipality, it shared the most on municipal services and ecological city. The main topics shared by the municipality were identified as Covid-19, Lahti activism, ecological city, and municipal services. The main headings of the macro discourse of this process, which covers municipal services; Lahti City is urban transportation, openings, tender announcements, meetings, cooperation, and events. When these discourse titles are analysed at the micro-level, it is seen that a simple, active, and everyday language is used. When the shares are examined in rhetoric, reference representation is quite intense in persuasiveness. As a result; It is seen that the municipality of Lahti fulfills the principles of corporate citizenship on Twitter, which it uses for recognition and promotion purposes.

Keywords: Ecological Municipalism, Public Relations, Ecological Capital, Lahti, Twitter.

JEL Classification Codes: M31, I38, H54

INTRODUCTION

Since the 1980s, urbanization began to gain momentum. The environmental problems that arise with this process lead to new management approaches. Therefore, the sustainability discussions, which came to the fore with environmental problems, paved the way for ecological municipalism as an incentive to management that can integrate ecological and economic order (Author, 2020). This municipal approach, which was first seen in Scandinavian countries, became widespread in European countries over time and was given the title of ecological municipal capital (Langlais, 2009). The city that received the title of the first ecological capital was Stockholm in 2010. (BBC, 2021). Cities that were named ecological capitals, respectively, are; Hamburg in 2011, Vitoria-Gasteiz in 2012, Nantes in 2013, Copenhagen in 2014, Bristol in 2015, Ljubljana in 2016, Essen in 2017, Nijmegen in 2018, Oslo in 2019, and Lisbon in 2020 (Irmak and Avcı, 2019). The ecological capital of 2021 is Lahti. Using renewable energy sources, recycling systems, and environmentalist investments effectively select these cities as the European Ecological Capital. Currently, there are 111 municipalities in Sweden, 28 in the United States, 15 in France, and some parts of Ethiopia and Kenya (SSA, 2021). In Türkiye, there are municipal ecological applications in Gaziantep, Bursa, and Muğla.

The ecological city infrastructure in Türkiye started in 2013 with the eco-city trainings in Gaziantep. These trainings include ecological city, building criteria and financial support. Bursa and Antakya municipalities also participated in this event organized by Gaziantep Metropolitan Municipality (Gaziantep Municipality, 2013). In addition, it has been suggested to plan the Bursa-Nilüfer Eco-City project within the scope of ecological municipal activities (Nilüfer Municipality, 2016). In this context, the ecological municipal approach requires the adoption of a sustainable environmental policy.

The ecological municipalism approach is managed with sustainability principles; Although it includes a managerial process achieved with the participation of stakeholders, it is seen as the integration of urban,

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environmental, and social sustainability. In this context, the prerequisites of the ecological municipality model developed within the framework of sustainability principles can be listed as follows: Providing sensitivity in the continuity of sustainability. To support local ones in the production of goods and services. It is conserving biodiversity and carrying the initiated change to a global scale. Finally, it supports democratic participation (Roseland, 2000; Fernández & Angel, 2020). Depending on these principles, the development course of the ecological municipality is observed as follows: Being interested in change, identifying problems, collecting information, implementing determined practices, ensuring systemic continuity, and sharing data experience with other societies (Högström, 2021). In short, it can be said that ecological municipality is to create a systemic school, such as raising awareness of the society and encouraging participation within the framework of the sustainability approach.

Eco-cities are seen as balanced places that are in harmony with nature and increase the quality of life of the local people. In this context, the principles of the ecological city: It is a dynamic living space; eco-cities constitute the urban ecosystem and should provide adaptation to nature. Urban approaches created in line with ecological city principles are zero waste policy and carbon footprint, use of renewable energy, recycling, and green city practices (Çetinkaya, 2013:14). Ecological urban planning is carried out in line with the determined urban approaches. Eco-urban planning focuses on ensuring economic, socio-cultural, environmental, and ecological sustainability in this context. In this context, the eco-city criteria created to ensure sustainability in ecological cities can be listed: Location, urban structure, material and energy cycle, socio-economic criteria, planning, and transportation (Tosun, 2017: 180). These eco-city criteria formed the basis of more environmentally friendly city management.

Since ecological cities are based on respecting nature in their essence, it suggests integrating plans and programs created in line with the effect of nature, humans, and the city on each other (Xun, 2014). Ecological municipality principles created with the perspective of Local Agenda 21: Sustainable planning and transportation, participation, combating climate change, use of renewable energy resources, recycling/ waste management, and finally to provide green building standards (Bostancı, 2014). In this context, the field of activity of ecological municipality; developing biodiversity and climate change projects, solidarity-

oriented urbanism, and developing a democratic, participatory city understanding. Therefore, in line with the principles and fields of activity of ecological municipalities, the characteristics of this municipal approach are; are cities that actively use natural resources, are guiding, anti-monopoly, evaluate the expectations of NGOs and the public from an ecological perspective, support institutions and organizations that will support ecological city branding, can take zoning decisions with transparency, accountability, and public benefit, and create recycling awareness. In addition to these features, they are environmentalist local governments that can design a city with a culture of democratic and social solidarity (Bostancı, 2012). As a result, the ecological municipality is the municipality that is referenced to NGOs and other institutions in line with the sustainability principles in the implementation of the decision taken by the legislators.

It is seen that more environmentalist approaches are adopted in issues such as environmental cleaning, recycling, and solid waste management within the framework of the ecological municipality and ecological city understanding, which can be examined in metropolitan and local governments. Therefore, in the axis of these developments, it is imperative to evaluate the actions taken in ecological municipalities in terms of public relations. In this context, the official Twitter account of the municipality of Lahti, chosen as the ecological municipal capital in 2021 within the scope of the research, will be analyzed in terms of the recognition and promotion function of public relations. Since the ecological municipality literature has developed to focus on municipal planning and entrepreneurship, this study reveals the public relations focus of ecological municipality principles. The study is essential because it is the first study to evaluate the ecological municipality approach from public relations.

The tweets shared by the municipality of Lahti, which was declared the ecological capital at the Ecocity Forum on November 1, 2021, between November 1 and November 30, 2021, will be analyzed in the 2020.2.2 version of the Maxqda program with the method of content and discourse analysis.

ONLINE PUBLIC RELATIONS ACTIVITIES IN ECOLOGICAL MUNICIPALISM AS A LOCAL GOVERNMENT APPROACH

As a local government, it is imperative to get the support of the people in the municipality. All financial support is approved by the public to ensure the continuity of actions aimed at zoning, infrastructure services, fire
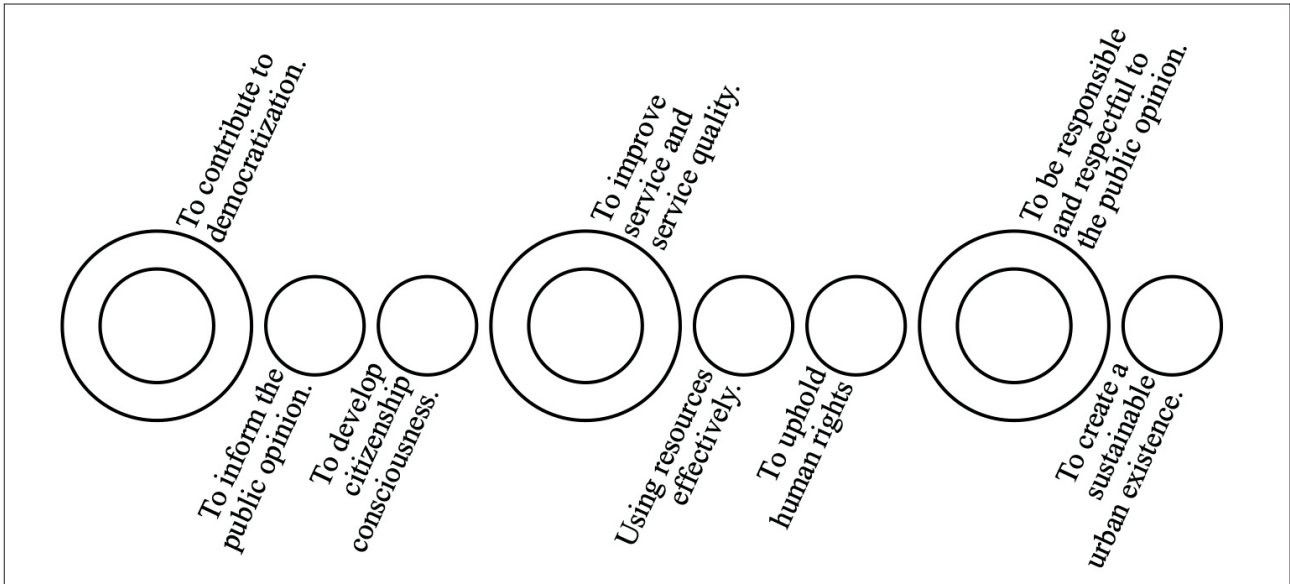
Figure 1: Purposes of Public Relations Activities in Municipalism

Source: Özüpek, 2013

brigade, cleaning, and protecting public health, which is seen as the duty area of the municipality (Can, 2021). Municipalities, which are brought to the administration in line with the votes of the city residents and whose activities are constantly under surveillance, must be sensitive to the wishes/complaints of the people in order to maintain their sustainability in the administration (Lee et al., 2011; Lee, 2012). Therefore, municipalities must implement an effective public relations practice in all their administration actions. The axis of these public relations activities to be carried out is to influence the shaping of management principles and to guide the implementation of these principles (Zavattaro, 2010). While planning and implementing these principles, public relations consider the administration's needs, the residents' tendencies, and thoughts (Wondımu, 2018). In this context, the position of public relations in local governments is both a communicator and a feedback evaluator with the public. As a result, public relations in local governments are a tool that determines the public's wishes, creates a management map in this direction, and reveals the harmony between the administration and the people.

Municipalities use public relations activities to get the support of local people or to create or develop a

Figure 2: Methods Used by Municipalities to Know the Public in the Decision-Making Process

Source: Özüpek, 2013; Kocaoglu and Fural, 2018

positive image against municipal activities (Cassel, 2008). For these public relations activities to reach their goal, it is crucial to learn the public's expectations, that is, to know the target audience. As a result, as a result of recognition and promotion actions, municipalities determine their service policies and successfully adopt them in the local people (Can, 2021). In other words, if the municipality can correctly analyze the feelings and thoughts that make up the people's perspective on life, and if it can adopt a service policy in this direction, it can gain the title of the people's municipality. In this direction, the aims of public relations activities in the municipality are:
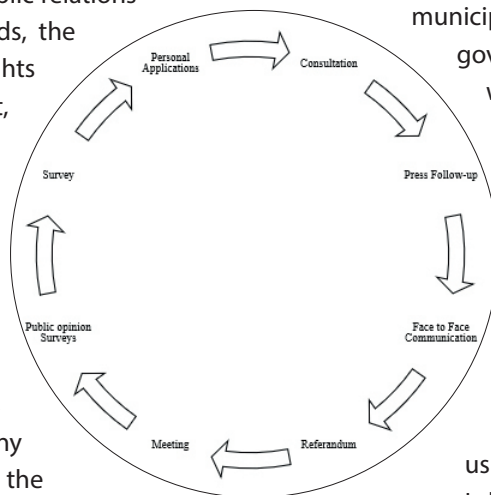
Public relations activities that enable municipalities carrying out local government activities to integrate with the local people are based on recognition and consultation. As an administrative unit, the municipality should consult the public from time to time to make decisions. The primary purpose of this decision-making process is to be helpful to the public, establish close relations, and gain the necessary support by using public relations (Hamel, 2002; Işık, 2017; Weise & Chiasson, 2020). Methods used by municipalities to get to know the public in the decision-making process:
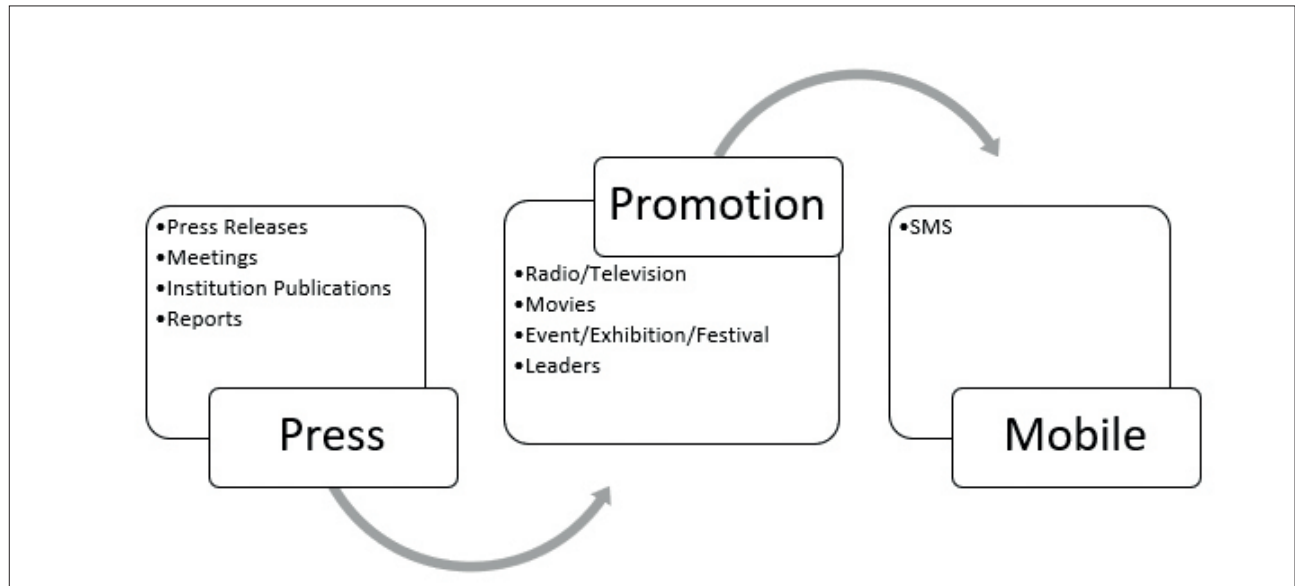
Figure 3: Tools and Methods Used by Municipalities for Publicity Formation

Source: Karkin and Janssen, 2014; Bayraktar, 2020

While making decisions, municipalities use various methods such as personal application, face-to-face communication, surveys, and public opinion surveys to get to know the public. Therefore, the decisions are taken by the municipalities, which learn about the expectations, requests, and complaints of the public, create satisfaction in the public so that the action policies are supported and adopted by the public.

Municipalities, which carry out various practices to inform the governed about the decisions taken and the operation of the process, have to use clear and concise language in these actions. In this context, the tools and methods used by municipalities for publicity purposes:

In local governments, public relations activities are used to announce the decisions taken while fulfilling the administrative duty to the local people and introducing the local people's expectations in learning. At this point, the tools used by the municipality to establish asymmetrical communication can be discussed under two headings as meetings and online studies. Under the title of meetings, there are meetings held with the local people and organized (interest/pressure) groups of the municipality and meetings held at the municipal council. In online studies, another tool used by the municipality for recognition and promotion while communicating symmetrically, there are mobile applications and the corporate website and social media accounts (Tarhan and Minister, 2013; Şenyurt, 2016). The corporate website, social media accounts, and mobile applications used by municipalities to communicate symmetrically create awareness in recognition and promotion. Thus, in

line with the principle of transparency, since it positively affects the public relations policy and activities, it also makes the municipality successful in the political arena from an administrative point of view. In this context, online public relations practices are also crucial in including a multi-faceted approach.

In the municipality, corporate websites provide various advantages because they confortable to serve without time constraints. These advantages are; facilitating the dissemination of institutional information, providing trust, providing efficiency, and resource planning (Karkin & Janssen, 2014). Since corporate websites provide feedback on the service policies of the municipality, image development, information collection, and classification, social responsibility practices are also effective in increasing participation (Bayraktar, 2020: 26). Therefore, the municipalities' websites inform the public during the recognition and promotion.

One of the areas where municipalities implement online public relations is social media. Municipalities should interact with the public by creating approved accounts on their behalf and creating an open space for discussion where complaints/wishes will be processed. Considering this aspect, social media is used as a recognition/promotion tool for municipalities (Tarhan and Minister, 2013: 79). According to Jarvis, the effectiveness of municipalities in social media environments does not emerge with the majority of social media followers. However, they establish the duality of the communication and the proper target audience follow-up (2012:165). In these networks, where

instant communication is established, municipalities convey information about their activities via Twitter and Facebook and receive the views of local people through corporate blogs (Güçdemir, 2012: 28). In this context, it is also essential for the sustainability of public relations activities and the harmony between the municipality and the public that the public is in contact with the municipal authorities through blogs/microblogs, regardless of time and place.

Mobile applications belonging to municipalities are essential in facilitating access to corporate data. Monitoring the municipality's activities or services makes municipalities more accessible in e-service evaluations. Therefore, since anyone with a smartphone can express suggestions, wishes/complaints about municipal services, it falls within the scope of the target audience for the recognition or promotion activities of the municipality (Şenyurt, 2016:55-56). As a result, online public relations activities, which are actively used by public relations in municipalities for recognition and promotion, can be discussed under seven headings. According to Bayraktar (2020:30), the first of these titles is the announcement of sponsorship activities. Websites, social media, and mobile applications connect with the target audience by announcing sponsored films, books, or symposiums. The second activity is tax payment, service information, public opinion polls, and finally, online surveys made with e-applications. While corporate link sharing constitutes the third application area, the fourth topic is mutual communication. In addition to the corporate identity studies, revising the personnel's pages constitutes the internal communication step. In the sixth step, in connection with presenting information, providing data such as reports, brochures, and bulletins, the last step is research.

PUBLIC RELATIONS SERVICES AND PRINCIPLES IN ECOLOGICAL MUNICIPALISM

Public relations policies and practices are essential in promoting municipal ecological activities to the public. In this context, the first of the principles used within the scope of public relations practices in local governments is the principle of integrity. The principle of integrity is primarily concerned with the compatibility of public relations policies with the policies of the collaborating institution. In this context, the public relations planning adopted by the second anecdotal municipality should be coordinated with the service planning of the municipality. The third rule is that all municipality staff must comply with the public relations policy. Fourth, a public relations policy

compatible with internal and external stakeholders it should be implemented (Özüpek, 2013: 33). As a result, within the scope of the principle of integrity, a public relations policy should be established that is compatible with all the institutions in cooperation with the municipality, adopted by the municipal employees, and able to serve all stakeholders.

It is essential to have individuals interested in urban problems adapt to the decisions taken by the lawmakers and have a developed sense of responsibility. In this respect, mutual communication and interaction should be implemented through public relations studies in order to develop citizenship or citizenship awareness in local governments (Tau, 2013). In this context, the participation of the people in local elections and the adoption of legal regulations or the lack of resistance to these regulations show the importance of mutual communication within the framework of the principle of participation.

Since the inability to provide effective/efficient service in public or private institutions will create a negative image, there will be a perception that the municipality administration will not be able to meet the needs of the people, use the resources effectively and provide quality service. For this reason, local governments benefit from public relations while creating their service policy (Matějová, 2014). Two principles are considered while creating an effective/efficient service policy focused on public relations in municipalities. The first of these principles is to show successful performance, while the other is to produce and distribute administratively effective and efficient services (Özüpek, 2013). Therefore, it shows that it accepts self-explanation, improvement, and regulation to inform public relations.

Consistency of public relations principles can be seen in three ways in municipal practices. The consistency principle is discursive, the determination of its goals and policies, and the consistency in practice is the harmony in the tool/method used (Sezgin, 2011:100; Özüpek, 2013: 36). The principle of consistency should be handled in the context of temporality and continuity in the discourses and shares of the municipality. Therefore, success in public relations can be mentioned if the messages created are designed to support each other within the principle of consistency and continuity.
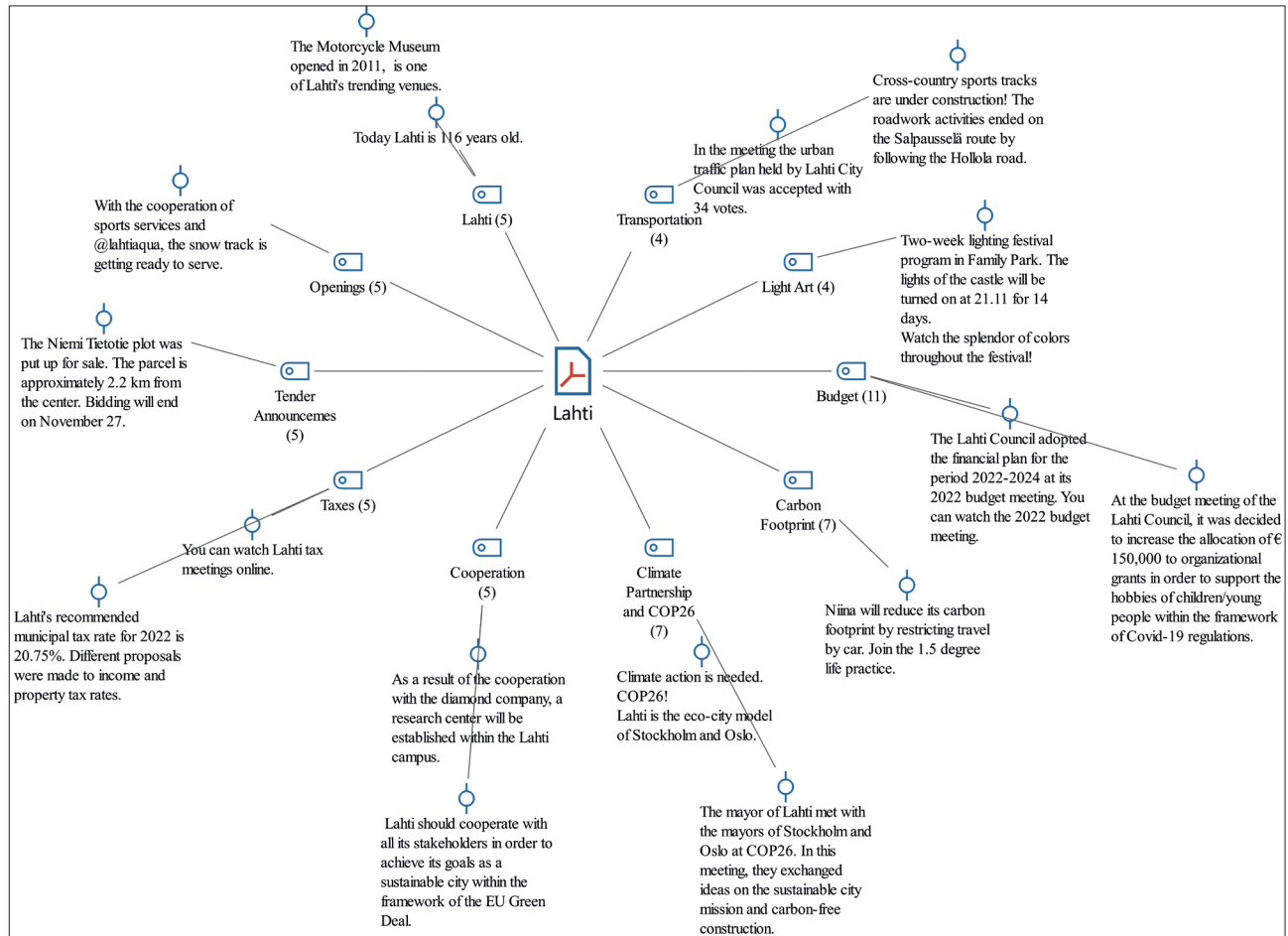
Figure 4: Lahti Municipality Macro Discourse Analysis Topics

RELATED STUDIES

When the literature is scanned, it is seen that ecological municipality and ecological city-oriented studies are carried out. Some of these studies are as follows: Studies focused on the ecological city and the sustainability of municipalism; Song, (2011); Dou et al., (2013); Pickett et al., (2013); Cetinkaya, (2013); Cetinkaya and Ciravoglu, (2016); Akıncı et al., (2019). Studies focusing on the ecological city or municipal activities planning: Koskiaho, (1999); White, (2002); Hagan, (2014); Çiğdem and Akyol, (2016); Akyol and Sonmez, (2018); Archibugi, (2019); Kaya and Susan, (2020); Koçan and Alp, (2021). While Yıldız (2018) researched the ecological city and entrepreneurship, Jepson Jr and Edwards (2010) focused on the perception of the ecological city in their study.

The literature shows that sustainability, municipal planning, entrepreneurship, and city perception focus on the ecological municipality. Since this study will focus on online public relations activities regarding the ecological municipality approach, it will contribute to the literature.

RESEARCH METHOD

The content and discourse analysis method will be used in this research. The content analysis method is based on the objective, quantitative, and systematic descriptions (Gökçe, 1995:16). In this method, after the data set is denoted descriptively, the content should be objective. Finally, there is the formulation of the systems infrastructure of the research. At this stage, assumptions, universe/sample determination, describing the analysis scale and criteria, checking reliability and validity, etc. There are determinations on the subject of the study on the subjects (Taylan, 2011: 66). Considering this whole process, the purpose of content analysis is to classify the analyzed content according to specific features and determine the frequency range of these features. Therefore, the reason for using content analysis in this research is to classify the posts of Lahti Municipality.

Another method to be used within the scope of the research is discourse analysis. The discourse analysis method; focuses on how discourse is constructed by considering the text as a whole. According to Van

Dijk (2006), this analysis consists of macro (thematic) and micro (synaptic) analysis. Within the scope of this research, the discourse of the municipality selected as a sample will be revealed using the discourse analysis method. In this context, the research questions are:

1) What topics were shared during the ecological municipal capital selection process?

2) Which discourse comes to the fore in the ecological municipal capital selection process?

RESULTS

Lahti is located in Finland's Päijät-Häme region. And Lahti received the title of European Green Capital in 2021 (Lahti.fi, 2022). The municipality of Lahti, which was declared an ecological capital at the Ecocity Forum in 2021, shared 89 Tweets between November 1 and November 30, 2021. Shared tweet topics are Covid-19 (f=2), Lahti activism (f=2), ecological city (f=24) and municipal services (f=61). Sub-themes depending on the tweet topics; Covid-19: Outbreak notification (f=2); Lahti activism: Health activism (f=1), cultural activism (f=1); Ecological city: Quiet city (f=1), eco-city selection (f=4). Another sub-theme related to the ecological city affiliation is the green Lahti. Green Lahti: E-invoice (f=1), environmental solutions (f=4), carbon footprint (f=7). The last sub-theme of the ecological city title is climate partnership and COP26 (f=7). Municipal services: Security measures (f=1), personnel recruitment/appointments (f=3), transportation (f=4), cooperation (f=5), tender announcements (f=5), Lahti (f=5)' Truck. Another sub-theme of the municipal services theme is the meeting title. Sub-themes depending on the meeting title: Tax (f=5), budget (f=11). The last theme related to municipal services is events. Sub-themes of the event theme: Ecocity Forum (f=1), competition (f=1), Lahti vision (f=1), exhibition (f=1), Christmas (f=2), festival (f=2), To the President Ask (f=2), celebration/commemoration (f=3), Art of Light (f=4), opening (f=5).

LAHTI MUNICIPALITY TWITTER POSTS MACRO DISCOURSE ANALYSIS

As a result of the content analysis, the macro discourse titles of the municipality were determined. In this context, macro discourse titles: As municipal services; Lahti is transportation, openings, tender announcements, tax and budget meetings, cooperation, and the Art of Light. In the context of the Ecological City, there are climate partnerships and the subtitle of COP26 and carbon footprint.

In the posts made between November 1 and November 30, 2021, reference to when the city was founded in the discourses about the City of Lahti "Today, Lahti is 116 years old." Emphasis is placed on the history and rootedness of the city. Along with this emphasis, he also added to the city's famous places, "The Motorcycle Museum, which was opened in 2011, is one of the populer places of Lahti." reference is made. The activities in the trendy places of the city are also included in these discourses. "A two-week lighting festival program in the Family Park. The castle lights will be turned on at 21.11 for 14 days. Watch the splendor of colors throughout the festival!" It encourages you to participate by clearly explaining that the event is open to the public and the start and end dates. With these discourses, the crucial elements of the city are brought to the fore with references to the historical and popular centers of the city and the events to be held in these places.

You can watch Lahti tax meetings online, where the meetings can be followed live within the scope of the transparency principle on taxation in the discourses about the meetings held within the scope of municipal services—highlighted by their sharing. The content of these meetings is "Lahti's recommended municipal tax rate for 2022 is 20.75%. Different proposals were made for income and property tax rates." explained as. Another subject of the meeting is budget negotiations. In announcing the budget negotiations, "Lahti Council accepted the financial plan for the 2022-2024 period at the 2022 budget meeting. You can watch the 2022 budget meeting online." It suggests that periodic financial planning is accepted, but the content of this meeting will be shared with the public online. Another prominent discourse regarding budget meetings is grant appropriations. This statement is "At the budget meeting of the Lahti Council, it was decided to increase the organizational grants by 150.000 € in order to support the hobbies of children/young people within the framework of Covid-19 regulations." embodied by the description.

Regulations regarding the urban traffic plan are also included in the contents of transportation services, and the explanation regarding the arrangements made in this context is as follows: "In the meeting held by Lahti City Council, the urban traffic plan was accepted with 34 votes." Another issue mentioned about Lahti's transportation services is the construction of sports tracks and the route of road construction works. Announcing these services, "The construction of cross-country sports tracks continues! The roadwork activities ended on the

Salpausselä route, following the Hollola road." described briefly and clearly.

In the discourse of the municipality regarding the tender, which is within the scope of the service, information is given about the location of the land to be processed. In this context, Lahti municipality's statement regarding the tender: "Niemi Tietotie land has been put up for sale. The parcel is approximately 2.2 km from the center. The tender will end on November 27. The date of the tender to be held, the location, and the name of the land subject to the tender can be associated with the principle of transparency and accountability.

While serving the public, institutions cooperate with their stakeholders in various fields. Lahti municipality explains the institutions and fields it cooperates with as follows: "As a result of cooperation with Elmas company, a research center will be established within the Lahti campus." After announcing the research center that the city will have as a result of this cooperation established in the field of education, it announces the opening of the snow rink as a result of another cooperation it has established in the field of sports. This service is, "Snow track is getting ready to serve with the cooperation of sports services and @lahtiaqua." is shared with the public. Lahti municipality makes the following statements regarding the importance of cooperation with all stakeholders in order to maintain sustainability after being chosen as the ecological capital: "It should cooperate with all its stakeholders in order for Lahti to achieve the goals it has set as a sustainable city within the framework of the EU Green Deal." In this context, the municipality of Lahti wants its cooperation to be adopted by all stakeholders.

The efforts of Lahti municipality to establish a partnership in the ecological city discourse and its participation in the COP26 program stand out. In this context, "Climate action is necessary. COP26! Lahti is the eco-city model of Stockholm and Oslo." states that it is a necessity to create a climate action plan, and within this necessity, Lahti, Stockholm, and Oslo are examples on environmentalism. He expresses the consensus of this model city with other cities as follows: "The mayor met with the mayors of Stockholm and Oslo at COP26. In this meeting, they exchanged ideas on the sustainable city mission and carbon-neutral construction."

Lahti notes that the mayors of Oslo and Stockholm were consulted at the COP26 conference to continue the carbon-neutral construction creation and sustainable city mission. In the ecological city title, the topic of discourse

explaining the 1.5-degree target of Lahti municipality is carbon footprint. The discourse that creates the approach with carbon footprint: "Niina will reduce its carbon footprint by restricting travel by car. Join the 1.5-degree practice of life." It is exemplified through the changes in the lifestyles of individuals. Another example shared on this subject is as follows: "Eveliina Hämeenoja has decided to reduce its carbon footprint by reducing shopping. So she thinks to spend the money she saves on projects that reduce carbon emissions." The municipality of Lahti gives individuals examples from daily life regarding the 1.5-degree target to reduce their carbon footprint, thus instilling a sense of responsibility in every individual to protect nature.

LAHTI MUNICIPALITY TWITTER POSTS MICRO DISCOURSE ANALYSIS

Lahti municipality used Lahti, Lahti council, and a president in their posts. Simple sentences were preferred in their sharing. Active sentences have been established. In tweets, a causal relationship has been established with references. Companies participated in the climate partnership conference with Päijät-Häme's connections to this approach. Uniting in the fight against climate change works best!" discourse is an example. In this context, it is vital to create cooperation in these conferences, as participating in the climate partnership conference and creating a unity of power and discourse will create the most efficient result.

The rhetoric of tweets is persuasion by example. In the content of the Green Tomb, the actions of individuals who want to achieve the goal of 1.5 degrees regarding carbon footprint are explained, and these individuals are presented as exemplary people with responsibility in society. These statements are "Lahti residents such as Nina and her family, Eveliina Hämeenoja, aim to reduce their carbon footprint to 1.5 degrees. With the 1.5 degrees target, the carbon footprint of the City of Lahti will be even lower than other cities". The persuasion approach by giving an example is not carried out only on the city's residents. It is stated that studies are carried out to make carbon footprint practices public policy. Regarding these policies, "The vote was held to neutralize the carbon footprint. As seen in the statement, Lahti's goals towards becoming a carbon-free city will continue in 2025.

When the word cloud of Lahti municipality's shares is analyzed, the prominent words and their frequency distribution are as follows: Budget (f=11), Lahti (f=8), carbon footprint (f=7), climate (f=7), COP26, tax (f=6), cooperation (f=5), tender (f=5), opening (f=5),
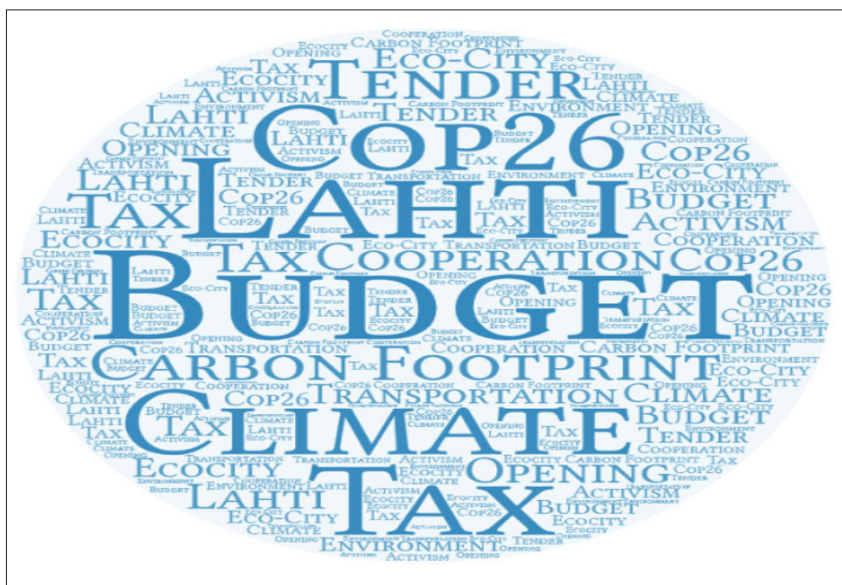
Figure 3: Lahti Municipality Twitter Posts Word Cloud

transportation (f=4), eco-city (f=4), environment (f=4) and activism (f=3), ecocity (f=1). In this context, it is seen that the word groups are compatible with the content of the subject, and the words Lahti, Budget, and climate are emphasized the most.

CONCLUSION AND EVALUATION

In this study, the use of social media for the recognition/promotion of Lahti municipality, chosen as the ecological capital of 2021, was analyzed. It has been determined that the municipality of Lahti, which was declared the ecological capital at the Ecocity Forum, shared 89 tweets between November 1 and November 30, 2021. After analyzing these tweets with discourse and content analysis method, the findings are as follows: The topics shared by the municipality were determined as Covid-19, Lahti activism, ecological city, and municipal services. Therefore, the first research question, "Which subjects were shared during the ecological municipal capital selection process?" These four headings can be given as an answer to the question. The sub-categories of these four titles are Covid-19: epidemic information; Lahti activism: health activism, cultural activism; municipal services: cooperation, staffing/appointments, meetings, transportation, tender announcements, events, Lahti, and security measures. The last title is the ecological city: calm city, eco-city choice, green Lahti and climate partnership, and COP26.

Topics that the municipality shares the most: Budget meeting (f=11), carbon footprint (f=7), climate partnership and COP26 (f=7), cooperation (f=5), tender (f=5) and opening (f=5). It has been determined that Lahti municipality's use of Twitter is about financial issues, opening activities in which services are implemented, and sharing about the ecological philosophy of life, as it represents its ecological approach. In this context, when the use of Twitter is associated with the principles of municipalism, it can be said that Lahti mostly shared on municipal services and ecological city during the process of being elected as an ecological municipality.

The main topic that constitutes the macro discourse in using Twitter by Lahti municipality is municipal services. Topics covered in this context are; The City of Lahti is the Art of Light under the title of urban transportation, openings, tender announcements, taxes, and budget negotiations under the title of the meeting, cooperation, and activity. Another topic that constitutes the macro discourse of the municipality in the use of Twitter is the climate partnerships discussed in the ecological city and the carbon footprint with the COP26 congress. In this context, which constitutes the second research question of the study, "Which discourse comes to the fore in the process of choosing an ecological municipal capital?" In response to the question, content related to municipal services can be answered.

The language used in the Twitter posts of Lahti municipality is everyday and straightforward. Therefore, the sentence structures formed are active and straightforward. A causal relationship is established with the reference link in the contents of the tweets. It establishes the reference link as an example/model and is responsible through politicians, other ecological municipalities, and ordinary citizens. Thus,

the municipality increases the persuasiveness by strengthening the effect of the discourses of cooperation and participation in the policies it produces with the reference method.

As a result; In this process, Lahti municipality's ecological discourses use a collaborative and unifying language focused on creating social awareness. In the process of being elected as an ecological municipality, the municipality of Lahti shares the data related to the municipal service with the public in a clear, straightforward, and understandable way on its official Twitter account. In this context, it fulfills its responsibilities towards the public by sharing corporate budget discussions, tender announcements, transportation services, and establishing collaborations with the public based on transparency and accountability principles. In other words, it can be said that the municipality realizes its corporate citizenship and strengthens its image and reputation as it makes its recognition/promotion activities and social performances transparent through this network.

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