

## CORPORATE IDENTITY STUDIES IN METROPOLITAN MUNICIPALITIES: AN ANALYSIS IN INSTAGRAM

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### ABSTRACT

Corporate identity occupies a very important place in ensuring corporate image and corporate reputation. Corporate identity is a concept about how companies see themselves. This concept can be mentioned in both the physics field and the digital field. Corporate identity is mostly examined under the heading of corporate design, corporate culture, corporate behavior, corporate communication, and corporate structure. With the digital transformation in the world, corporate identity has been moved to corporate websites and social media and has provided great advantages in terms of corporate image. The purpose of this study is to evaluate how metropolitan municipalities reflect their corporate identity on Instagram. The sample of the study is Istanbul, Bursa and Manisa Metropolitan Municipalities, which were elected from political parties with groups in the Grand National Assembly of Turkey and are still in office. In the study, the Instagram accounts of municipalities are analyzed according to sub-elements of corporate identity. These elements are corporate design, corporate communication, corporate culture, and corporate behavior. The study was conducted between 1-31 January 2021. The study is a qualitative study, and content analysis was used as the data analysis technique. At the end of the study, it was found that the municipalities mostly shared about the corporate communication dimension. While one municipality shared more videos, two municipalities shared more photos. It has been observed that the basic values and policies of the municipalities include expressions towards globalization and target audiences who are becoming conscious.

**Keywords:** Corporate Identity, social media, Instagram.

### CORPORATE IDENTITY

Companies are constantly trying new ways to communicate with their target audience. As a trio of newspapers, radio and television, the process that continued for many years became richer with the introduction of the internet. With the Internet, corporate web pages and e-mails were used for corporate communication at first, and then, with the introduction of social media, they took on a faster and richer identity.

Public relation practitioners are often described as “image makers” and their clients and employers hire them because of concern for their images-about looking right to the public (Marconi, 2004, p. 81). The formation of a positive image primarily goes through corporate identity management. The physical corporate identity scheme contributes to the mental corporate image and removes any possibility of a confusing multiple images. It is the basic and one of the oldest forms of public relations (Jefkins, 1995, p. 80).

Contemporary organizations are-no matter what sector they occupy or what products or services they produce that is, in the business of expressing themselves deliberately in their environments. The market of today seems to be demanding well-crafted identities, identities that can stand out and break through the clutter (Cheney & Christensen, 2000, p. 246).

The concept of identity is defined in the TDK Turkish dictionary as the sum of qualities and characteristics that define a person (TDK, 2020). Identity is an element that affects the target audiences of people and institutions, explains and introduces them to what they are. With the changing technology and social structure, the concept of corporate identity has also changed, and its scope has expanded. Corporate identity has been perceived in the form of visual design for many years (Baskan Karsak, 2008, p. 168) but since the 1970s, corporate philosophy, corporate design, corporate communication and corporate behavior, which will enable companies to differentiate, has begun to be examined in a wider range (Okay & Okay, 2015, p. 571).

In other words, the identity of a company expresses the mixture of elements of an organization that gains it a difference (Balmer, 1998, p. 977). While the factors that made the difference were limited to the way of communication and advertisements, increasing competition has included sponsorship and social responsibility activities among these elements.

In addition to the information above, corporate identity is the character and value system of the organization. What is called corporate identity is the ideas of businesses about themselves (Brotzen, 1999, p. 53). The group that has the most significant impact on the corporate identity is the employees of the organization, who are the internal stakeholders. Employees are the outward face of the organization and are in direct contact with customers. For this reason, it can be said that the attitudes and behaviors of the employees of the organization have a significant effect on the corporate identity. Organizations need to consider the needs of their employees as they progress towards their goals. The performance, belongingness and motivation of the employees whose needs are met will increase (Karaköse, 2012, p. 16). The main point in businesses is to have enthusiastic employee loyalty while developing customer loyalty (Hatch & Schultz, 2011, p. 37).

Employee may have a well-developed sense of pride and identity because they are part of an organization, even if it is neither large nor a leader in its field. One of the outcomes of mergers, restructuring and acquisitions is that employees may quickly lose that sense of identity (Newsom & Carrell, 1998, p. 412). Employees who are motivated and have an increased sense of belonging will have an increased "sense of us" and contribute to the corporate behavior dimension of corporate identity (Okay & Okay, 2015, p. 572).

Corporate identity is embodied mainly by visual indicators. Buildings or areas where offices and production facilities are located, advertisements, the logo of the institution, slogans, colors, name, corporate behavior and corporate communication are the external elements of corporate identity (Balta Peltekoğlu, 2016, pp. 538-541).

While Okay (Okay, 2013, s. 44) listed corporate identity elements as corporate philosophy, corporate communication, corporate behavior and corporate design, Melawer and Karaosmanoglu (2006) used the concept of corporate culture instead of corporate philosophy and added corporate structure, industrial identity and corporate strategy to the list above. The authors state that corporate culture influences strategy, structure, and behavior. On the other hand, corporate strategy, corporate culture, corporate behavior and corporate appearance affect corporate communication, and corporate identity emerges as a result of these interactions (Melawer & Karaosmanoğlu, 2006, p. 865). When the literature is reviewed, it is seen that the authors list the corporate identity elements in different numbers, but use the elements of corporate design, corporate behavior, corporate culture, corporate communication and corporate structure in total (Balmer, 1998; Gray & Balmer, 1998; Balta Peltekoğlu, 2016; Baskan Karsak, 2008; Doğan, 2017; Mert, 2018). Corporate Identity elements will be discussed in the study as corporate design, corporate communication, corporate culture and corporate behavior.

- **Corporate Design;** It is the presentation of all visible elements of an enterprise and all characteristic elements such as typographic style, color and forms as a company-specific design system (Schmidt, 1995). Corporate design includes the style of all visible parts, from company name, slogan, logo, corporate character, colors and building architecture to employee clothing and letterheads.

- **Corporate Communication;** the communication elements that the business establishes with the target audience. This occurs in the form of conveying corporate identity messages from official and unofficial sources of a company to all target audiences and stakeholders through various media (Gray & Balmer, 1998, p. 699). The external face of corporate communication can be counted as social responsibility campaigns, sponsorship activities, promotional advertisements, corporate promotional films, press releases, media archives, announcements, phone numbers, e-mails, addresses, social media accounts and corporate website.

- **Corporate Culture;** the rules guiding the employees, the way institutions handle the events (Balta Peltekoğlu, 2016, p. 542) and the basic thoughts of the enterprises about themselves (Okay & Okay, 2015, p. 574). Corporate culture elements include the history of the enterprise, its core values and policies, ethical rules, vision and mission.

- **Corporate Behavior;** It is the unique behavior and actions of an institution towards a certain situation. Corporate behavior refers to the entire reaction of a business to any situation (Okay, 2013, p. 46). This behavior is the sum of corporate actions that were planned or coincidentally occurred in accordance with company culture (Schmidt, 1995). These behaviors can be listed as both the behaviors towards the employees of the institution and the behaviors towards the people outside the institution. It is possible to list these behaviors as informing the target audience in the fields of economic, social, political, legal, quality and human resources.

Corporate identity is the strategical planned and operationally applied self-presentation of the organization (the corporate self) based on a desired image. A strong corporate identity (Kitchen, 2004, p. 113):

- ✓ Raises employee motivation,
- ✓ Inspires confidence among the organization's key external groups,
- ✓ Acknowledges the vital role of customers,
- ✓ Acknowledges the vital role of key financial groups

## INSTAGRAM

The World Wide Web portion of the internet, which provides on-screen graphics, photographs, audio, and video clips along with text, is an especially effective form of cyberspace public relations (Wilcox & Cameron, 2005, p. 260). Social media is the type of media that uses internet infrastructure.

Social media is defined differently by diverse authors. The international consultancy company Maccann International (2008, p. 10) defines social media as a media platform and online applications aimed at sharing information and content, cooperation and easy interaction. On the other hand, Akar (Akar, 2010, p. 17) sees social media as websites that allow deeper social interaction, community formation and collaboration projects based on web 2.0 technologies. According to Dabner (Dabner, 2012, p. 69), social media can be expressed as internet and mobile-based tools and tools that integrate technology, telecommunications and social interaction by enabling the production, co-construction and dissemination of words, images (still and moving) and sounds. Considering the above definitions, it is possible to define social

media as websites with social content that allow participants to express themselves, communicate, join groups and contribute to these environments with their ideas, comments and publications (Köksal & Özdemir, 2013, p. 325).

Social media has become a highly preferred tool for corporate communication activities by institutions recent years. The developments in social media and mobile technology were also effective in this choice. This is because many of the social media platforms being adopted offer users the same set of tools for self-expression and communication. Therefore, it falls upon the user to create a unique identity with the same tools (Devereux, Melewar, & Foroudi, 2017, p. 110).

Social media consists of a wide variety of online blogs, company-sponsored discussion platforms, chat rooms, forums including, consumer product or service rating websites and forums, microblogs, social networks (Mangold & Faulds, 2009, p. 358). One of them is Instagram. Instagram is the second most followed social media platform after Youtube, used by 89.5 percent of internet users aged 16-64 in Turkey (wearesocial, 2021). Instagram was founded on October 5, 2010, as a free photo editing and sharing application for iOS by Kevin Systrom and Mike Krieger. The application has become known and used in a short time. The first reason why Instagram is so popular is that it makes photos more beautiful with the 11 photo filters it contains. In addition, users can share the photos they share on Instagram on other social networks (Facebook, Twitter, Flickr and Tumblr) instantly, practically and quickly. All these have made the application popular in a short time. Instagram, which was used and recommended by large masses in a short time, soon reached the threshold of 1 million users (Koçoğlu, 2018).

Instagram also serves as a website. It is seen that Instagram is frequently used by institutions and brands as well as individuals. Companies share photos of their products and can communicate with their customers quickly (Aydın, 2015, p. 85). Instagram provides a convenient and inexpensive environment for corporations to promote their services and products with photos and videos, to make announcements and information, and to share corporate values, ethical standards, vision and mission.

## RESEARCH AND FINDINGS

The population of the study is the Instagram accounts of the Metropolitan Municipalities in Turkey. The sample of the study is one Metropolitan Municipality elected on behalf of the parties with a group in the Grand National Assembly of Turkey. There are metropolitan mayors of AKP, CHP and MHP, which are among the parties that have groups in the Grand National Assembly of Turkey. Since HDP's Diyarbakır and Van Metropolitan Municipalities are managed by trustees, they were not taken into consideration in this study. The IYI Party, on the other hand, does not have a metropolitan mayorship. In this case, Bursa Metropolitan Municipality from AKP, Istanbul from CHP and Manisa Metropolitan Municipality, which is the only metropolitan mayorship from MHP, were taken as samples.

In the study, all shares of municipalities' Instagram accounts between 1-31 January 2021 were analyzed. According to 2021 measurements, the most followed social media account in Turkey is Youtube. Instagram comes second. Since not all the municipalities taken as samples do not have Youtube accounts, Instagram accounts in the second place were taken into consideration.

This study is a qualitative study and document analysis was used as a data collection technique. The document is the Instagram shares of municipalities. The shares were analyzed with the content analysis technique. Before the study, a coding form was created. The coding form was first prepared with a deductive approach, making use of the studies in the literature. Then, an

inductive approach was also used with the help of the codes revealed in the study. After the coding form, a data form was created, and the study was carried out by processing the data into this form.

The data form includes the name of the municipality, the day of the post, whether the sharing is on weekdays or weekends, the number of views and likes, the type of sharing (video/photo), the theme of the sharing, the sub-theme of the sharing and the code of the sharing.

The data were first saved in Excel form and then transferred to the SPSS program. Frequency and cross tables were obtained in the SPSS program.

The general situation of the Instagram accounts of the three metropolitan municipalities is given below.

**Table 1. General Status of Instagram Accounts**

Variable	İstanbul	Bursa	Manisa
Number of posts	3422	4785	1224
Number of followers	416000	87000	25800
Number of followed	167	49	4

According to the number of posts on the Instagram accounts of the municipalities, 3422 shares of the municipality of Istanbul, 4785 shares of the municipality of Bursa and 1224 shares of the municipality of Manisa were found. Although Bursa municipality is a smaller city compared to Istanbul municipality, it shared 39% more. Manisa municipality was able to share only 1/3 and 1/4 of the other two municipalities. However, in the number of followers, Istanbul municipality ranks first with 416,000 people, followed by Bursa municipality with 87,000 people and Manisa municipality with 25800 followers. In terms of being followed, Istanbul is 167, Bursa is 49 and Manisa is 4 people. Compared to the number of followers, the number of followers was seen low. It is beneficial to follow more people for two-way communication. "Highlights" status of Instagram accounts is shown below.

**Table 2. The Distribution of Instagram Highlighted Story**

Variable	İstanbul	Bursa	Manisa
City promotion	-	+	-
News	+	+	-
Event announcement	+	+	-
Done 60 seconds	+		-
Survey	+		-
Annual reports	+		-
Donation and social reports	+	+	-
Publications		+	-
Our history	+		-
Internship	+		-
Veterinary service	+		-
Youth club		+	-

On their Instagram accounts, the municipalities of Istanbul and Bursa have a "highlighted story" menu above their posts. Manisa municipality did not use this menu. While Istanbul used 11 highlighted stories, Bursa used 8. While the highlighted stories of news, events, donations and social support are common in Istanbul and Bursa municipalities, other highlighted stories are different. Stories include activities done, annual reports, publications, history, internships, veterinary activities and youth club stories. The distribution of shares according to workdays/holidays is given in Table 3.

**Table 3. The Distribution of Posts on Weekdays and Weekend**

Variable	İstanbul		Bursa		Manisa		Total	
	N	%	N	%	N	%	N	%
Weekdays	76	63,3	36	51,4	18	72,0	130	60,5
Weekend	44	36,7	34	48,6	7	28,0	85	39,5
Total	120	100,0	70	100,0	25	100,0	215	100,0

A total of 215 posts shared during the period. While 60.5% of these posts shared on weekdays, 39.5% shared on weekends. In January 2021, there are 11 days off, including 10 weekends and one public holiday, which means that 35.48% of January is a holiday. When the municipalities are examined, it seems that the municipality of Istanbul has approached this rate, while the municipality of Bursa has shared more on holidays than during the week. It is seen that Manisa municipality shares less on weekends. Social media should use all week and weekend because of it is a 24/7 open system. Shares of municipalities are in Table 4.

**Table 4. The Distribution of Video/Photograph/Banner**

Variable	İstanbul		Bursa		Manisa		Total	
	N	%	N	%	N	%	N	%
Video	102	85,0	28	40,0	6	24,0	136	63,3
Photograph/Banner	18	15,0	42	60,0	19	76,0	79	36,7
Total	120	100,0	70	100,0	25	100,0	215	100,0

Table 4 shows that 63.3% of the shares were made using video and 36.7% using photographs or posters. The municipality of Istanbul made most of its posts (85.0%) with video. Bursa municipality 60.0% and Manisa municipality 76.0%, most of their posts were made using photographs. The municipality of Istanbul used the video feature of Instagram and gained more views and likes. While the video posts of the Istanbul municipality were viewed by an average of 33,998 people, the posts of the Bursa municipality were viewed by 6148 and the Manisa municipality was viewed by 1189 people. In terms of likes, Istanbul municipality posts were liked by an average of 5823 people, Bursa municipality posts were liked by an average of 861 people, and Manisa municipality posts were liked by an average of 255 people. When we look at the comments made on the posts, the posts of Istanbul municipality received an average of

95 comments, the posts of Bursa municipality received an average of 29 comments, and the posts of Manisa municipality received an average of 7 comments. These values show that the posts made with the video receive more likes and comments. The distribution of the posts made in the research according to the dimensions of corporate identity is in Table 5.

**Table 5. The Distributions of Corporate Identity Dimensions**

Variable	İstanbul		Bursa		Manisa		Total	
	N	%	N	%	N	%	N	%
Corporate communication	72	60,00	36	51,4	13	52,0	121	56,3
Corporate culture	16	13,3	9	12,9	7	28,0	32	14,9
Corporate behavior	32	26,7	25	35,7	5	20,0	62	28,8
<b>Total</b>	120	55,8	70	32,6	25	11,6	215	100,0

According to the table, 215 posts shared in the period of the research, 56.3% of these posts is about the dimension of corporate communication, 14.3% the dimension of corporate culture and 28.8% dimension of corporate behavior. More than half of the posts were realized in the dimension of corporate communication, where municipalities communicate with their target audience. There isn't any post about corporate design. Considering the distribution of posts sent by municipalities, Istanbul municipality shared 55.8%, Bursa municipality 32.6% and Manisa municipality 11.6%. While most of the posts of all three municipalities belong to corporate communication, the least shares belong to the dimensions of corporate culture in the municipalities of Istanbul and Bursa, and corporate behavior in the municipality of Manisa. There is no corporate design sharing in the posts.

**Table 6. The Distribution of Corporate Design Dimensions**

Variable	İstanbul	Bursa	Manisa
Logo	+	+	+
Slogan	-	+	-
Language option	+	-	-
E-mail	-	-	-
Telephone number	-	+	-
Social media link	Youtube	Youtube, Facebook, Twitter	
Corporate web site link	-	+	-
Address of building	-	+	-

The logo is a corporate design element of organizations. It is found all municipalities on social media accounts. The slogan is only in Bursa municipality account as "Start with Life for Bursa". This slogan is also on the corporate website of Bursa municipality. There is no slogan on the Istanbul municipality website, while the Manisa municipality has the slogan "Towards the

Future with Confident Steps". Manisa municipality can also carry this slogan to its Instagram page. There is only Istanbul municipality has an English alternative account. In the globalizing world, it is beneficial to share in different languages. The easy method in this regard is to write both Turkish and English explanations under the post. Among the elements used in corporate communication, corporate website link, social media links, e-mail, institution phone number and institution address are only available in Bursa municipality. The municipality of Istanbul has only given a link to the Youtube account. It is beneficial for the other two municipalities to write their corporate contact information.

**Table 7. Distribution of Corporate Communication Dimension**

Variable	İstanbul		Bursa		Manisa		Total	
	N	%	N	%	N	%	N	%
Service of municipalities	60	83,3	30	83,3	5	38,5	95	78,5
Announcement	12	16,7	7	16,7	8	61,5	27	22,5
Total	72	100,0	36	100,0	13	100,0	121	100,0

Corporate communication is the most shared dimension with 56.3% in the research. In this dimension, while the service-oriented content is 78.5%, the announcement and event-oriented content is 22.5%. The service-oriented content shares of Istanbul and Bursa municipalities are in the first place with 84%. The first place of the Manisa municipality regarding corporate communication is announcement and event-oriented content with 61.5%. In service-oriented content; infrastructure works, works to keep the roads open in winter, visits to the mayor, facilities and vehicles put into service, stream improvement works, dam cleaning works. In the announcement and event-oriented content; There are ferry routes, new tram lines, exhibitions, public project competitions, movie, book and music announcements and meteorological warnings. Shares of municipalities regarding corporate culture are given in Table 8.

**Table 8. The Distribution of Corporate Culture Dimension**

Variable	İstanbul		Bursa		Manisa		Total	
	N	%	N	%	N	%	N	%
History and information	1	6,0	0	0,0	0	0,0	1	3,2
Basic value and policies	13	82,0	9	100,0	7	100,0	29	90,4
Vision	1	6,0	0	0,0	0	0,0	1	3,2
Mission	1	6,0	0	0,0	0	0,0	1	3,2
Total	16	100,0	9	100,0	7	28,0	32	100,0

Table 8 shows that corporate culture is the third most shared dimension with 32 posts, 14.9%. In this dimension, the basic values and policies of the municipalities come first with 90.4%, followed by the institution's history, vision, and mission with 3.2%. As an example of basic values and policies in these sharing, municipalities;



- Commitment to the values of the republic,
- Introducing environmentally friendly products,
- To be greener and more accessible city,
- To produce cheap and hygienic products,
- Making pleasant journey away from traffic,
- To use water sparingly,
- Paying wages to employees,
- Protecting and maintaining animals,
- To protect elderly individuals and support their care,
- Making positive discrimination against women,
- Be an example in urban transformation.

It is seen that the basic values and policies of the municipalities include expressions towards globalization and conscious target groups. The shares of municipalities regarding corporate behavior are given in Table 9

**Table 9. The Distribution of Corporate Behavior Dimension**

Variable	Istanbul		Bursa		Manisa		Total	
	N	%	N	%	N	%	N	%
Economic information	4	12,5	0	0,0	0	0,0	4	6,5
Social information	13	40,6	13	52,0	4	80,0	30	48,4
Political and legal information	4	12,5	10	40,0	0	0,0	14	22,6
Quality information	5	15,6	0	0,0	0	0,0	5	8,1
Human resources information	6	18,8	2	8,0	1	20,0	9	14,5
Total	32	100,0	25	100,0	5	100,0	62	100,0

Corporate behavior is the second most shared dimension with 28.8%. In corporate behavior, social information comes first with 48.4%, followed by political and legal information with 22.6%, information on human resources with 14.5%, information on quality with 8.1% and economic information with 6.5%. information in the field. While social information comes first in all three municipalities, economic information comes last. As economic information, electric car park construction of Istanbul municipality, sea taxi production, suitable housing production for citizens can be counted. As social information, the opening of a kindergarten by the Istanbul municipality, the distribution of saving faucets, the commemoration of the martyrs and death anniversaries of the Bursa municipality, the establishment of an esports team for the youth, and the sheltering of the people living on the street can be counted. Political briefings include the speeches of the mayors and the political visits to his office or to the political visits himself. National and international awards received by the Istanbul municipality and Europe's largest waste-to-gas facility can be counted as information in the field of quality. Human resources include activities for municipal employees and announcements for municipal personnel recruitment. The positive discrimination towards female personnel in the human resources sharing of the Istanbul municipality, the wage sharing of the Bursa municipality towards its

employees and the sharing of the Manisa municipality praising the technical team are exemplary posts for the municipalities

## CONCLUSION

Corporate identity is a concept related to how institutions see themselves. Corporate image is about how the target audience sees the business. Since the target audience is more than one and not everyone will have the same opinion, it is inevitable that more than one image will emerge for the business. Corporate reputation is the degree of prestige and value of the institution. There is no need to have more than one institution to be respected. There may be only one company in the industry, but it may not be respected by anyone. Therefore, for institutions to be respected and long-lasting in their sectors, they must first reveal what kind of corporate identity they want, and then reflect this identity in the best way on their web pages and social media. As Mevlana said, "They will either be as they appear, or they will appear as they are."

This study aimed to evaluate how one municipality from the metropolitan municipalities of three different parties, which have groups in the Grand National Assembly of Turkey, reflects their corporate identities on Instagram. The study was conducted between 1-31 January 2021 on four elements of corporate identity: corporate design, corporate communication, corporate culture and corporate behavior.

Municipality of Istanbul ranks first in the number of followers and Bursa and Manisa municipalities come after that, respectively. In terms of the number of followed, it is again sorted as Istanbul, Bursa and Manisa, respectively. Compared to the number of followers, the number of followed, especially in the municipality of Manisa, was found to be very low. It is beneficial to follow more people for two-way communication.

Considering the total number of posts in the Instagram accounts of municipalities, a row is formed in the form of Bursa, Istanbul and Manisa. Although population of Bursa is less than Istanbul, it has shared 40 percent more. Manisa municipality was able to share only 1/3 and 1/4 of the other two municipalities.

In their Instagram accounts, the municipalities of Istanbul and Bursa have "highlighted stories" above the shares. Manisa municipality did not use this feature. While Istanbul used 11 highlighted stories, Bursa used 8 highlighted stories. The use of this feature by the Manisa municipality is considered beneficial in terms of giving preliminary information to the target audience.

Considering the state of municipalities sharing on weekdays and on weekends during the period subject to the research, it seems that while the municipality of Istanbul shares a proportional share, the municipality of Bursa shares more on holidays than during the week. It is seen that Manisa municipality shares less on weekends. Since social media is a 24/7 open system, sharing is required seven days a week.

While the municipality of Istanbul made most of its shares with video, the municipalities of Bursa and Manisa made most of their shares using photographs. The municipality of Istanbul used the video feature of Instagram and gained more views and likes.

While the logo as a corporate design element is found in all municipalities, the slogan is only in Bursa municipality as "with heart and soul for Bursa". This slogan is also on the corporate website of Bursa municipality. There is no slogan on the Istanbul municipality website, while the Manisa municipality has the slogan "Towards the Future with Confident Steps". Manisa municipality can also carry this slogan to its Instagram page. A similar situation emerged in the

studies of Şardağı (2017), Salman and Eroğlu (2017, p. 543), and organizations neglected to use slogans while reflecting their corporate identities on social media.

In languages other than Turkish, only the Istanbul municipality account has an English alternative. A similar situation was seen in Ceylan and Dönek's (2020, p. 24) research, and very few of the institutions included a second language on their Instagram pages. In the globalizing world, it is beneficial to share in different languages. In this regard, it is possible to write both Turkish and English explanations under the sharing.

For corporate communication, website link, social media links, e-mail, institution phone number and institution address are only available in Bursa municipality. There is no contact address in the municipality of Istanbul, only a link to the Youtube account. There are neither social media links nor contact addresses in the Manisa municipality account. In terms of corporate identity, it is considered that it will be useful to put detailed information in the profile section of the Instagram account.

At the time of the research, more than half of the posts belong to the dimension of corporate communication, followed by corporate behavior and corporate culture, respectively. As for corporate design, no sharing has been made.

Considering the distribution of shares by municipalities, Istanbul municipality shared 56 percent, Bursa municipality 33 percent and Manisa municipality 11 percent. Although the total number of posts of Bursa municipality is 40 percent higher than that of Istanbul municipality, it shared less than the municipality of Istanbul at the time of the research.

While most of the shares of all three municipalities belong to corporate communication, the least shares belong to the dimensions of corporate culture in the municipalities of Istanbul and Bursa, and corporate behavior in the municipality of Manisa.

Corporate communication is the most shared dimension in the research. In this dimension, service-oriented content arising from the legal duties of municipalities ranks first with the highest rate, while announcement and event-oriented content ranks second. While the municipalities of Istanbul and Bursa shared more service-oriented content, the municipality of Manisa made more announcements and event-oriented posts.

Corporate behavior is the second most shared dimension. While social information comes first in corporate behavior, it is followed by political and legal information, human resources information, quality information and economic information. While social information comes first in all three municipalities, economic information comes last. Shares of positive discrimination towards female personnel in human resources sharing of Istanbul municipality, sharing of wages that make the employees of Bursa municipality smile, and sharing of praising the technical team of Manisa municipality are exemplary posts for municipalities.

Corporate culture is the third most shared dimension. In this dimension, the basic values and policies of the municipalities come first, followed by the institution's history, vision and mission.

It has been observed that the basic values and policies of the municipalities include expressions towards globalization and target audiences who are becoming conscious.

Istanbul and Bursa Metropolitan Mayors and especially Istanbul metropolitan municipality senior executives appear in photos or videos in most of the posts. This situation coincides with the finding of Walzack and Gregg (2009, p. 25) that "the visibility of senior executives in social media has increased".

Today, social media is a medium that businesses cannot stay away from and can make a great contribution to their corporate image and corporate reputation when they use it. Corporate identity activities in the social media, corporate identity activities on the corporate website and traditional corporate identity activities should not be considered separately from each other, each of them should be evaluated under the umbrella of corporate identity. Instagram is one of the new social media platforms where corporate identity is reflected. Its visual feature makes it even more important. Because educators state that people remember what they see the most. Therefore, sharing visual elements is more important for businesses. For this purpose, first, a permanent social media and corporate website manager should be appointed in the institutions. Then, it is beneficial for them to share about all elements of corporate identity.

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