



**SOCIAL MEDIA USE OF NON-GOVERNMENTAL
ORGANIZATIONS: THE CASE OF GREENPEACE**

RABIA ÖZLEM BAŞKALE

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RABIA ÖZLEM BAŞKALE

THESIS ADVISOR: ASSOC. PROF. DR. AYSU GÖÇER

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ETHICAL DECLARATION

I hereby declare that I am the sole author of this thesis and that I have conducted my work in accordance with academic rules and ethical behavior at every stage from the planning of the thesis to its defense. I confirm that I have cited all ideas, information and findings that are not specific to my study, as required by the code of ethical behavior, and that all statements not cited are my own.

Name, Surname:

Rabia Özlem BAŞKALE

Date:

22.01.2024

Signature:

ABSTRACT

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Başkale, Rabia Özlem

Master's Program in Logistics Management

Advisor: Assoc. Prof. Dr. Aysu GÖÇER

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In the recent years many natural disasters and climate change affected numerous people all around the world and with that idea of sustainability became more important. Thus Non-governmental organizations (NGOs) become more and more significant for people to need aid under any natural and human made disaster. Furthermore, these NGOs need funding and promotion for reaching more people to explain climate change and sustainability issues. Thus, with rise of technology web 2.0 these NGOs use social media heavily for reaching larger audience. The main aim of this thesis is to outline the social media content of NGOs and investigate the differences and sustainability focus of their social media sharing in different country settings. Within the research scope, Greenpeace and it's X (formerly Twitter) platforms are examined in three different country contexts as it operates in

various countries with different economic development levels X has been chosen as main data source because it is the fourth most used social media platform according to the 'We Are Digital 2022' report. Content analysis is applied to the secondary data provided from the X accounts of Greenpeace in Canada, Türkiye, and Somalia in six months period. Social Capital Theory is utilized to frame the theoretical background of the study. Furthermore, it is found that Greenpeace Canada uses X more frequently followed by Greenpeace Türkiye and finally Greenpeace Somalia. Also, it is found that Greenpeace a structure that follow by internationally which means different Greenpeace did not exercise unaided.

KeyWords: Non-Governmental Organizations, Social Media, Greenpeace, Content Analysis, Environmental Non-Governmental Organizations, Sustainability

ÖZET

SİVİL TOPLUM KURULUŞLARIN SOSYAL MEDYA KULLANIMI: GREENPEACE ÖRNEĞİ

Başkale, Rabia Özlem

Lojistik Yönetimi Yüksek Lisans Programı

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Son yıllarda dünya çapında birçok doğal afet ve iklim değişikliği pek çok insanı etkilemiş ve bu durumla birlikte sürdürülebilirlik fikri daha da önem kazanmıştır. Böylelikle insanların doğal ve insan kaynaklı her türlü afet karşısında yardıma ihtiyaç duymaları konusunda Sivil Toplum Kuruluşları (STK'lar) giderek daha fazla önem kazanmaktadır. Ayrıca bu STK'ların iklim değişikliği ve sürdürülebilirlik konularını açıklamak üzere daha fazla insana ulaşabilmesi için finansmana ve tanıtıma ihtiyacı var. Dolayısıyla web 2.0 teknolojisinin yükselişiyle birlikte bu STK'lar sosyal medyayı daha fazla kitleye ulaşmak ve daha fazla kişiye ulaşmak için yoğun bir şekilde kullanıyor. Bu tezin temel amacı STK'ların sosyal medya içeriklerini özetlemek ve farklı ülke bağlamlarında sosyal medya paylaşımlarının farklılıklarını ve sürdürülebilirlik odağını araştırmaktır. Araştırma kapsamında Greenpeace ve ona ait X (eski adıyla Twitter) platformları, farklı ekonomik gelişmişlik düzeylerine sahip çeşitli ülkelerde faaliyet göstermesi nedeniyle üç farklı ülke bağlamında incelenmiş olup, X, en çok kullanılan

dördüncü sosyal medya platformu olması nedeniyle ana veri kaynağı olarak seçilmiştir. 'Biz Dijitaliz 2022' raporuna göre. Greenpeace'in Kanada, Türkiye ve Somali'deki X hesaplarından sağlanan ikincil verilere altı aylık sürede içerik analizi uygulanmıştır. Çalışmanın teorik arka planını oluşturmak için Sosyal Sermaye Teorisinden yararlanılmıştır. Ayrıca Greenpeace Kanada'nın X'i daha sık kullandığı, ardından Greenpeace Türkiye'nin ve son olarak da Greenpeace Somali'nin kullandığı tespit edilmiştir. Ayrıca Greenpeace'in uluslararası alanda takip edilen, yani farklı Greenpeace'lerin birbirinden farklı faaliyet göstermediği bir yapı olduğu tespit edilmiştir.

Anahtar Kelimeler: Sivil Toplum Kuruluşları, Sosyal Medya, Greenpeace, İçerik Analizi, Çevreci Sivil Toplum Kuruluşları, Sürdürülebilirlik

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TABLE OF CONTENTS

ABSTRACT.....	iv
ÖZET.....	vi
TABLE OF CONTENTS.....	ix
LIST OF TABLES.....	xi
LIST OF FIGURES.....	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER I: INTRODUCTION.....	1
CHAPTER II: LITERATURE REVIEW	7
2.1. <i>Supply Chain Management and Logistics</i>	7
2.2. <i>NGOs and Their Supply Chain and Logistics</i>	8
2.3. <i>Dimension of Sustainability</i>	12
2.4. <i>NGOs and Sustainability</i>	13
2.5. <i>NGOs and Environmental Sustainability</i>	16
2.5.1. <i>Green NGOs</i>	18
2.5.2. <i>Greenpeace</i>	20
2.6. <i>Social Media and Web 2.0 Technologies</i>	23
2.7. <i>Social Media as Communication Tool for NGOs</i>	27
2.8. <i>X (formerly Twitter)</i>	29
CHAPTER III: THEORETICAL BACKGROUND of the RESEARCH.....	33
CHAPTER IV: METHODOLOGY	37
4.1. <i>Sample and Research Context</i>	37
4.2. <i>Unit of Analysis</i>	37
4.3. <i>Secondary Data Collection</i>	39
4.4. <i>Content Analysis</i>	40
4.5. <i>Reliability and Validity of the Research</i>	42
4.6. <i>Cross Country Analysis</i>	44
CHAPTER V: FINDINGS	45
5.1 <i>Overview of Greenpeace Organizations X</i>	45
5.2. <i>Frequency of Weekly Tweets</i>	46
5.3. <i>Media Type of Tweets</i>	47
5.4. <i>'Like' Distribution of Tweets</i>	48
5.5 <i>Distribution of Tweets by Different Sustainability Dimension</i>	49

5.5.1 Environmental Focus of Tweets	50
5.5.2 Economic Focus of Tweets	51
5.5.3. Social Focus of Tweets	52
5.5.4 Country Comparison of Tweets by Different Sustainability Dimension	53
5.6. Overview of the Greenpeace’s Interaction in X (formerly Twitter) Platform..	56
5.7. Country-specific Themes shared by the NGO Greenpeace in the X (formerly Twitter) Platform.....	64
5.7.1. Themes in X (formerly Twitter) Platform Shared by Greenpeace Canada	64
5.7.2. Themes in X (formerly Twitter) Platform Shared by Greenpeace Türkiye .	73
5.7.3. Themes in X (formerly Twitter) Platform Shared by Greenpeace Somalia	81
5.8. Cross Country Comparison of the Themes in X (formerly Twitter) Platform by Greenpeace	84
5.9. Discussion	91
CHAPTER VI: CONCLUSION	93
6.1. Conclusion	93
6.2. Academic Implications.....	96
6.3. Practical Implications	96
6.4. Future Research	97
6.5. Limitations	98
REFERENCES.....	101
APPENDICIES	113

LIST OF TABLE

Table 1. Humanitarian NGOs (Source: Human Right Scareers 2023)	10
Table 2. Environmental Non- Governmental Organizations	19
Table 3. Use of Social Media Platforms by Millions	25
Table 4. Use of X (formerly Twitter) in Years.....	30
Table 5. X (formerly Twitter) use in Countries.....	30
Table 6. X (formerly Twitter) Reasons of Use	31
Table 7. X (formerly Twitter) Use by Age	31
Table 8. Reliability and Validity of the Research	43
Table 9. General View of Organizations X (formerly Twitter) Accounts.....	46
Table 10. Frequency of Weekly Tweets	47
Table 11. Tweets Media Type	47
Table 12. Like Distribution of Tweets by Country.....	49
Table 13. Dimension of Sustainability.....	50
Table 14. Dimension of Sustainability in Different Countries.....	54
Table 15. Distribution of Sustainability by Month for Canada	54
Table 16. Distribution of Sustainability by Month for Türkiye	55
Table 17. Distribution of Sustainability by Month for Somalia.....	56
Table 18. Country-specific Themes shared by the NGO Greenpeace in the X (formerly Twitter) Platform.....	58
Table 19. Themes in X (formerly Twitter) Platform Shared by Greenpeace Canada	64
Table 20. Themes in X (formerly Twitter) Platform Shared by Greenpeace Türkiye	73
Table 21. Themes in X (formerly Twitter) Platform Shared by Greenpeace Somalia	81

LIST OF FIGURES

Figure 1. Distribution of Tweets by Dimensions	50
Figure 2. Environmental Sustainability	51
Figure 3. Economic Sustainability.....	52
Figure 4. Social Sustainability.....	53
Figure 5. Distribution of Tweets by Months	62
Figure 6. Conceptual Framework of the Study	89



LIST OF ABBREVIATIONS

NGOS: Non-governmental Organizations

ENGOS: Environmental Non-governmental Organizations

MSC: Marine Stewardship Council

GSCM: Green Supply Chain Management

INGOs: International Non-governmental Organizations



CHAPTER I: INTRODUCTION

An organization that seeks to accomplish political or social goals but is not subject to governmental authority is known as a non-governmental organization (Mercer, 2002). The term started to be used by the United Nations (UN) in 1945 so that governmental bodies and private organizations could be easily separated from each other. Usually, citizens of any nation found them with the intention of aiding others. NGOs can have different structures; there could be large and small groups; some operate locally, while others act globally. Moreover, some focus solely on one topic or issue, while others focus on many kinds of topics and problems (Mercer, 2002). Over the past decade, the numbers of NGOs and their influence in different sectors have grown exponentially. These groups now not only work at the grassroots level but also work as advisors to governments, international agencies, and even the UN. In the case of Türkiye, the development of civil society organizations started in the 1980s (Görkemli and Demir, 2021).

Moreover, some scholars have divided NGOs into two categories: environmental and social NGOs. These NGOs focus on the protection of nature, reaching out for aid to people in distress that could stem from natural disasters, wars, health crises, or, in some cases, educational reasons. The second one is club NGOs, which consist of business members who are members of organizations with the goal of protecting the interests of the organization (Deegan and Islam, 2014). The focus of this research will be on the first category, seeing that the main goal of this research is to understand the selected NGOs use of social media for creating interaction among followers and raising awareness about sustainability issues (Mercer, 2002). The literature on commercial supply chains contains many articles describing relationships or empirically testing interrelationships among constructs such as commitment, trust, coordination, loyalty, shared resources, information sharing, and performance and these linked to close relationships between parties (McLachlan and D. Larson 2011, Deegan and Islam, 2014, Larson and McLachlin 2011, Nurmala, Dullaert and Dullaert 2017).

Additionally, humanitarian supply chains also share some common characteristics with their business partners. As is well known, businesses prioritize finance in their supply chain and logistics operations in order to increase profits. However, this is impractical in the humanitarian supply chain, though, as aiding people in need should come first and profit should come second. A comparison between business logistics and humanitarian logistics has been studied. They came to the conclusion that it might be extremely difficult to coordinate the efforts of numerous different assistance organizations, vendors, and local and regional actors, each of whom has their own operational procedures (Kova'cs and Spens ,2007).

Furthermore, environmental awareness has grown over the decades due to climate change, extreme weather events, and natural disasters. Moreover, scientists have been claiming that our daily lives and current economic structure have not done anything good or beneficial to the environment, and in recent years, people have realized that what scientists claim has started to happen. In recent years, due to climate change, some societies have faced floods or droughts, so maybe the natural disaster was different, but people suffered the same. Either way, they lost their homes and had to relocate their households (Raustiala, 1997). So, the main goal of societies should be to leave the next generation with a healthy environment that works perfectly because environmental disruption would affect each person's lives thumpingly. Therefore, the main goal should be to protect the environment. However, this is usually not the case because, in the daily lives of people or even society, environmental issues usually do not come first. In the past years, while some governmental policies have led to unsustainable results, on the other hand, some of them have assisted in fostering and protecting sustainability (Koontz, T. M. 2006). Sustainability could be achieved through transparent government policies regarding strong structures and institutions. NGOs are a major factor in the world's beneficial transformation. NGOs may significantly contribute to sustainable growth by concentrating on social involvement, campaigning, and development of capacity, provision gap filling, creativity, teamwork, and transparency. For the sake of creating a better and more equal future for everybody, their commitment to empowering communities and encouraging good change is crucial. NGOs are a vision of hope and advancement in a world full of

intricately linked problems (Raustiala, 1997). Moreover, governments can affect individuals by making more sustainable decisions by establishing new institutions. While governments could create new structures and institutions for people to make more sustainably conscious choices, this is not always the case, so in this situation, non-governmental organizations become a significant actor (McLachlin and Larson, 2011).

Moreover, with the rise of technology (Web 2.0), these NGOs use social media heavily to reach a larger audience and reach more people. In the early periods when the Internet started to be used, which were in the 1980s, the concept was called Web 1.0, and it was a much more primitive environment compared to today. In this period, there is no interaction between users and people posting the content, and gradually, this period turns itself into the Web 2.0 period that is called 'user friendly'. It was first introduced by Darcy DiNucci and refers mostly to the evolution of internet use (Bodow, Madoff, Hall, Dinucci, Brunton and Janensch, 2000). This term represents a social structure on the internet, and it is open to everyone for free by connecting with an internet tool without the need to install any program (Görkemli, Tarhan and Demir, 2019).

Social media is an internet- or computer-based application that facilitates people all around the world sharing their ideas, knowledge, interpretations, or daily lives through virtual networks. There are types of social media such as message boards, blogs, forums, and podcasts, and there are some applications like YouTube, Google, X (formerly Twitter), Instagram, TikTok, Facebook, and Snapchat that are used by millions of people in the world every day for different purposes. Moreover, with the advancement of technology and the popularity of social media, companies, NGOs, or even the government and its officials use it on a daily basis (Somosi, Hajdú and Molnár, 2023).

Social media has been a growing trend all around the world, and because of it, many scholars have studied why and how social media is used by companies and organizations. Furthermore, the use of social media has become crucial for NGOs as a last step in their advertisement for gaining people's interest and donations and showing them what they have been doing. X (formerly Twitter) is

one of the biggest and most influential social media networks in the world now, and many NGOs have a profile there and use it regularly. X (formerly Twitter) has more than 335 million users worldwide, and the network focuses more on the news and newsworthy information such as climate change or women's rights issues. Also, it is very easy to interact with others in a short period of time (Burgess and Baym, 2022, p. 38–48). Thus, there have been many studies (Ji, Harlow, Cui and Wang, 2018, Görkemli and Demir, 2021, (Saatçiođlu, 2017) to explore NGOs' usage of social media. Dereli (2021) claims that before, during, and after disasters, people use social media in large numbers, and X (formerly Twitter) is the most popular social media tool for microblogging, seeing that sharing ideas on this platform is easier and quicker (Somosi, Hajdú and Molnár, 2023). Furthermore, effective use of social media by humanitarian agencies and NGOs can increase people's awareness. It can draw attention not only to activities for visible disasters and war but also to incidents such as abuse, public health, and environmental issues. Due to the higher demand for it, social media marketing became very significant for NGOs to communicate with their stakeholders and followers by sharing fundraising, events, works, projects, and accomplishments. Thus, they can connect with similar organizations, and if they focus on the same field, issue, or topic, they could easily become partners (Nurmala, Dullaert and Dullaert 2017).

When a literature scan was done, gaps were found in environmental NGOs and their social media usage. There are some studies (Ji, Harlow, Cui and Wang, 2018, Görkemli and Demir, 2021 ,Saatçiođlu, 2017) about these types of NGOs, but none of them compare the social media content of the same NGOs in different countries. Thus, Greenpeace has been chosen as the case study because it is one of the best and most well-known NGOs when environmental awareness is considered. They have countless projects and events all around the world for environmental awareness and clean energy sources.

So, in this study, three countries were classified as developed, developing, and underdeveloped according to United Nations 2023 data. These three countries are Canada as a developed country, Türkiye as a developing country, and Somalia as an underdeveloped country. Furthermore, Canada has been chosen as a developed country because it is believed that it is democratic and safe, and

according to government officials, they work tremendously on sustainability. Türkiye has been chosen as a developing country because studies are being conducted in the country and it is a developing country. Finally, Somalia has been chosen as an underdeveloped country because, during the initial research, it was found that there is a Greenpeace presence in the country, and the Greenpeace Somalia X (formerly Twitter) account's language is English, whereas other underdeveloped countries where Greenpeace has a presence have their X (formerly Twitter) accounts in their native language.

Therefore, in this study, the main goal is to understand the themes and sustainability focus of messages that NGOs communicate in social media in different country contexts and benchmark these three countries and their usage of social media, and more specifically, X (formerly Twitter). X (formerly Twitter) has been chosen because it is a more idea-based social media platform; there is, of course, usage of pictures or videos, but people use it for sharing their ideas (Burgess and Baym, 2022, p. 38–48). Therefore, it is an excellent platform for Greenpeace to share content daily. What's more, content analysis has been chosen as a data analysis method, and it is an analytic method to categorize, compare the data, and analyze the results (Lombard, Snyder-Duch and Bracken, 2002). It is a research tool that focuses on and inspects words, texts, pictures, videos, and interviews. Researchers use it to analyze repeating communicational stereotypes so they can understand if there is bias (Neuendorf, 2002). Thus, X (formerly Twitter) has been chosen as the main social media platform because it is the fourth most used social media platform, according to the We Are Digital 2022 report. The reason for the elimination of other social media platforms is that X (formerly Twitter) is accepted as a microblog, and it is an application where users can share information with the whole world or people to follow them (Burgess and Baym, 2022, p. 38–48).

Furthermore, there is little to no research about Greenpeace and its operations in different countries. Hence, this study concentrates on how they use social media communication to communicate with society and proposes outline recommendations for more effective use of social media through benchmarking by asking the following:

RQ1: What are the themes and sustainability focus of messages that NGOs communicate in social media in different country contexts?

RQ2: How does the content and sustainability orientation of messages in NGOs' social media platform vary in different country contexts?

The main aim of this thesis is to outline the social media content of NGOs, investigate the differences and sustainability focus of their social media sharing in different country contexts, and examine Greenpeace Canada, Greenpeace Türkiye, and Greenpeace Somalia X (formerly Twitter) to analyze their use of it and find answers to research questions with secondary data analysis, along with determining organizations' use of social media and what topics they share. It will focus on a six-month period (April 2023 to September 2023). Furthermore, the importance of this study comes from the fact that this would be the first research to focus on different countries X (formerly Twitter) accounts in Türkiye. Moreover, social capital theory was chosen as the main theory, seeing that it solely focuses on bringing and linking various groups, organizations, or people together for the same purpose with trust and an economic benefit (Buckland, 1998).

CHAPTER II: LITERATURE REVIEW

This chapter will examine humanitarian NGOs and their supply chain, the communication tools that they use with their stakeholders, give background information about Greenpeace, webmail 2.0, and use X (formerly Twitter) to understand Greenpeace communication with citizens.

2.1. Supply Chain Management and Logistics

The supply chain could be explained as the management of the flow of goods, data, and finance related to a product or service, from the supply of raw materials to the delivery of the product to its final destination (Oliver and Webber, 1982). Another definition is the supply chain, which includes suppliers, logistics service providers, manufacturers, distributors, and retailers and includes materials. It is defined as a set of elements through which products and information flow (Özdemir, 2004). The supply chain consists of companies collaborating to strengthen strategic positioning, and it generally aims to increase working efficiency (Tien, Anh and Thuc, 2019).

Supply chain strategy is a channel of regulation based on accepted dependency and relationships between parties (Tien, Anh and Thuc, 2019). Furthermore, supply chain management integrates different channels throughout the process. Logistics management means moving the goods or inventory along the supply chain. It happens within the supply chain (Tien, Anh and Thuc, 2019). Supply chain management practices are faced with technological innovations, and these changes are changing existing supply chain configurations (Brinch, 2018).

The roots of supply chain management go back to the 1960s. Supply begins with the physical distribution phase, which is considered the first phase of chain management, and Bowersox first emphasized this issue. In addition to observing relevant currents in physical distribution thought, Bowersox argues that the distribution function would provide a competitive advantage with in-channel integration (Oliver and Webber, 1982).

Furthermore, the impact of in-process work on production costs, quality, new product development, and lead times in delivery (Oliver and Webber, 1982).

During this period, companies internally implemented marketing, production, and financing-related distribution processes, created a central physical distribution department to carry out their activities, and understood the necessity of combining the logistics management of the entire system rather than optimizing the logistics of an activity separately. Thus, a cost approach for all logistics services has been developed (Özdemir, 2004).

Supply management capabilities consist of packages of skills and resources developed through a more strategic procurement approach (Bowen, Cousins, Lamming and Farukt, 2001, p. 176).

Increasing global competition in the 1980s led to more world-class companies. Reliable products at low cost, high quality, and greater design flexibility are forced to submit. This is the second stage of supply chain management (Özdemir, 2004).

After the mid-1990s, managers realized that the goods and services purchased from suppliers had a significant impact on the company's ability to meet the needs of its customers (Özdemir, 2004).

2.2. NGOs and Their Supply Chain and Logistics

A non-governmental organization (NGO) operates at national, regional, and international levels worldwide and is increasingly coming to the fore and emerging as a powerful actor in economic and social development efforts. There are millions of NGOs, and they can be active on a wide range of issues, from the protection of human rights of a certain group to the effects of ozone layer depletion on the environment and human health, from aspects of the diamond trade fueling ethnic conflicts to the promotion of women's rights to the foreign debts of developing countries (Noh, 2017). It is known that it has the power to influence other parties and establishments, such as international organizations, companies, and unions, which can have decision-making authority (Oliver and Webber, 1982).

Furthermore, there are many ways to structure NGOs. First, membership was coordinated according to geographical region. In this system, individuals work

together locally as a group that is coordinated by provinces and headquarters in the capital city of the country, and this structure is called national NGOs. Moreover, often these NGOs combine with international bodies, and this calls for international non-governmental organizations where different national NGOs combine into one international non-governmental organization (Willetts, 2002, p. 236).

NGOs supply chain trading activities stem from grantors requirements for trust and oppression. This oppression comes from the fact that grantors' solicitude towards donation money along with how resources are used (Fynes, Scott and Scholten 2010).

Moreover, there are many types of NGOs that deal with different issues such as humanitarian and natural disasters, health, education, the protection of children and women, justice, and environmental issues (Willetts, 2002, p. 240).

NGOs supply chains and commercial supply chains share some common factors, such as making the most of constricted funds and limited resources while staying within the budget, along with having a commercial arrangement and use of technology (Larson and McLachlin 2011).

However, in the NGOs supply chain, it is significant to approach and subserve many people in necessity more swiftly, and this need does not stem from economic reasons (Larson and McLachlin 2011).

What's more, with the current natural disasters all around the world, humanitarian NGOs understand the importance and resilience of their supply chain and logistics activities better (Nurmala, Dullaert and Dullaert 2017). Several researchers (Larson and McLachlin 2011, Kova'cs and Spens, 2007).have claimed that the humanitarian sector should learn from the business sector. The humanitarian sector can better achieve its goals with greater scope for supply chain collaboration and coordination, which the business sector has significantly experienced (Nurmala, Dullaert and Dullaert 2017).

These difficulties may arise from conflicting goals and authorities, a lack of willingness to share information, technological barriers, cultural conflict, or a lack

of performance measures (Nurmala, Dullaert and Dullaert 2017). There are many different humanitarian NGOs operating in the world (Larson and McLachlin 2011).

Table 1. Humanitarian NGOs (Source: Human Right Scareers 2023)

NGO Name	Established in	Global presence
Save the Children	1919	120
Oxfam International	1942	90+
Doctors without Borders	1971	70+
BRAC	1972	11
World Vision	1950	100+
International Rescue Committee	1933	40+
Catholic Relief Services	1943	100+
Danish Refugee Council	1956	40+
CARE International	1945	100+
Amnesty International	1961	150+
ActionAid International	1972	45
Direct Relief	1948	80+
Action Against Hunger	1979	50+
Anti-Slavery International	1839	20+
Plan International	1937	75+

The literature on commercial supply chains contains many articles describing relationships or empirically testing interrelationships among structures such as commitment, trust, coordination, loyalty, shared resources, information sharing, and performance, and these are linked to close relationships between parties (McLachlan and D. Larson 2011).

Humanitarian supply chains also share some common characteristics with their business partners' as well as steady businesses. There is much research on companies working mechanisms, such as economic gain (Kovaćs and Spens, 2007, McLachlan and D. Larson, 2011, Pascucci, 2021).

Moreover, supply chain and logistics activities main priorities are gaining more economic benefits and reducing costs. On the other hand, in the humanitarian supply chain, this is not possible, seeing that the priority should be helping the people, and finance has become a second priority. Thus, there is some research (Leiras, de Brito Jr, Queiroz Peres, Rejane Bertazzo and Tsugunobu Yoshida Yoshizaki, 2014) that compares business logistics and humanitarian logistics. They concluded that the coordination of many different aid agencies, suppliers, and local and regional actors, all with their own operating methods, can be immensely challenging (Kovács and Spens, 2007).

Demir and Tarhan (2019) examine public relations in NGOs and take Red Crescent and Lösev as case studies, and they examine their Instagram and X (formerly Twitter) accounts. They claimed that non-governmental organizations started to use these media channels to reach their target audience with the appearance of Web 2.0 technologies and the development of social media. When they examined the shared content, they concluded that Instagram and X (formerly Twitter) were used by the Turkish Red Crescent for the purpose of public information; on the other hand, LOSEV uses them for interacting and public information purposes.

Görkemli and Demir (2021) examine the X (formerly Twitter) accounts of Red Cross organizations in developed countries such as Germany, Italy, France, the USA, England, Japan, Canada, and the Turkish Red Crescent. The research concluded that the Turkish Red Crescent ranks first in the number of posts on X (formerly Twitter) and uses visual icons like other Red Cross organizations. Moreover, like other institutions, the Turkish Red Crescent posts at any time during the day and any day of the week, including weekends. It can be said that all the NGOs in this study use the X (formerly Twitter) medium effectively; however, the main negative outcome is that neither of them comments on other people's messages. Moreover, it could be concluded that Japan is the most successful within the Red Cross organizations for using the X (formerly Twitter).

Wukich and Khemka (2017) conducted research on how and to what extent Red Cross and Red Crescent organizations use the social media platform X (formerly Twitter). As a result of the research, they concluded that countries with higher internet access were more likely to use social media; however, some countries were exceptions; in this case, Kenya, Indonesia, and the Philippines usually used X (formerly Twitter) and frequently tweeted.

Humanitarian organizations are obliged to rescue victims and alleviate people's suffering in difficult times through fast, fair, and safe humanitarian logistics that are made possible by an effective humanitarian logistics operation (Khan, Parvaiz, Tohirovich Dedahanov, Iqbal and Junghan, 2022).

Furthermore, while speed is crucial in humanitarian relief operations, sustainability is not always guaranteed (Pascucci, 2021). Environmental NGOs, their requests for more environmentally friendly supply chains and logistics, and ultimately their actions, became visible in this context.

2.3. Dimension of Sustainability

Sustainability could simply be defined as the capability to pursue something at a certain rate and to produce without endangering the lives of other living beings today and in the future, or “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (Seghezze, 2009). Furthermore, citizens and governments started to understand sustainability issues more deeply after natural disasters and climate change due to overpopulation and industrialization (Carter and Rogers, 2008). Thus, it could be said that it is a very comprehensive topic, can apply to many fields, and includes many subtopics. Those subtopics are economic, environmental, and social (Catlin, Luchs and Phipps, 2017).

- Economic sustainability refers to investments, productivity, production processes, and economic growth. Thus, using resources smartly has a key role in increasing efficiency in the production of goods and services. The possibility of fossil fuel or other resource depletion is taken into consideration, and other sources, such as renewable energy, come into light.

Also, waste management can be in this category, seeing that it results from production or consumption (Choi and Ng, 2011).

- Environmental sustainability mainly focuses on using the natural resources without harming ecosystems and protection of biodiversity. It is directly related to the economic activities seeing that production and consumption progress could create environmental pollution. Thus climate change and environmental pollution could be great examples (Choi and Ng, 2011).
- Social sustainability focuses on society, social norms, and the continuity of relationships and institutions into the future. Furthermore, it also deals with issues such as social injustice among citizens, i.e., women's rights or disabled rights, quality of life, freedom of speech, and the right to equal life (Janker and Mann, 2020).

Lastly, while some issues can be discussed in multiple subtopics, none of these three subtopics can be discussed or evaluated without the others.

2.4. NGOs and Sustainability

With the increase in environmental awareness in recent years, it has been concluded that supply chain management and environmental pollution issues should be addressed (Vermeulen and Seuring, 2009). Green Supply Chain Management (GSCM) integrates environmental concerns with product flow within organizational boundaries and has become a management approach accepted by manufacturers in order to achieve efficiency gains that will reduce environmental damage (Carter and Rogers, 2008).

In the globalizing age, competition intensifies rapid developments in technology and increases product complexity, all of which creates a need for improvements to be made. Businesses' ongoing supply chain policies are one of many practices developed to accommodate this (Carter and Rogers, 2008). The need for GSCM—the restructuring and enrichment of the traditional supply chain—is to be managed by including environmentally friendly methods into the rings of this chain (Baki, 2018).

Two main types of green supply can be identified. The first, referred to as greening the supply process, represents adaptations to the firm's supplier management activities aimed at incorporating environmental considerations. (Beske and Seuring, 2014). The term supplier management refers to ensuring covetable, environmentally sound performance in the company's relationship with the supplier (Bowen, Cousins, Lamming and Farukt, 2001, p. 175).

Also, there is no suggestion that one firm could manage another in a more general way. Such actions are changes to the process of collecting environmental information on suppliers and evaluating and rating the environmental performance of suppliers (Bowen, Cousins, Lamming and Farukt, 2001, p. 175).

The second major type, product-based green procurement, is conceptually different from greening procurement, which requires an alteration in supply. It also includes initiatives to manage by-products of supplied inputs, such as packaging. Product-based green sourcing includes initiatives such as recycling, which require collaboration with a supplier, and efforts to reduce waste with suppliers. The term green procurement includes both these types and other changes in the purchasing and supply process that are undertaken primarily for environmental reasons (Bowen, Cousins, Lamming and Farukt, 2001, p. 175).

Some examples of this are reducing packaging and waste, evaluating suppliers according to their specifications' environmental performance, developing environmentally friendly products, and reducing carbon emissions related to the transportation of products (Baki, 2018).

Increasing awareness of public concerns about impacts on the environment and natural resource base has stimulated businesses, and the government needs to reconsider its growth and economic development strategies. Most countries are now trying to do their best to balance development and environmental needs according to the economic situation of their countries (Anbumozhi and Kanda, 2005).

Furthermore, with the increase in environmental awareness in recent years, a consensus has emerged among people. It was concluded that supply chain management and environmental pollution issues should be addressed together (Beske and Seuring, 2014). Reducing packaging and waste, evaluating suppliers according to their specifications' environmental performance, developing environmentally friendly products, and reducing carbon emissions related to the transportation of products can be shown as examples of green supply chain management (Baki, 2018).

The increasing importance of green supply chain management is not only due to the increasing degradation of the environment, decreasing raw material resources, waste overflows, and increasing pollution levels. So, it's not just about being environmentally friendly; it can also be said that it is about good business sense and higher profits. In fact, this is not a cost center but rather an element that increases business. One of the main aims of GSCM is to ensure that businesses take the environment into account (Beske and Seuring, 2014). Businesses are worried as they make progress in their supply chains and with environmental awareness, thus increasing the environmental efficiency of businesses and reducing their environmental risks while simultaneously helping to increase their profitability and market share. The increasing importance of GSCM is due to decreasing raw material resources, saturation of landfills, and increasing pollution (Baki, 2018).

Regulatory requirements and consumer pressures also drive green supply chain management. (Carter and Rogers, 2008). Therefore, the scope of green supply chain management ranges from reactive monitoring of overall environmental management programs to various 'Rs' such as reduce, reuse, reprocess, renew, recover, recycle, remanufacture, and reverse logistics (Srivastava, 2007). Furthermore, eight supply chains, from raw materials to final product production, account for half of all global greenhouse gas emissions (Topping and Munoz 2021, p. 12).

Furthermore, for making supply chains, NGOs should involve the process of providing different perspectives, seeing that they do not gain economic benefit.

They could use the power of lobbying, which was previously related to different topics. Also, there should be new regulations for NGOs to ease the process. Also, they should involve ethical sources of raw materials to reach consumers (Peng, Jia and Doherty, 2022).ness value (Srivastava, 2007).

2.5. NGOs and Environmental Sustainability

Environmental action often requires the transfer of knowledge, skills, technology, or other material resources from places where they are readily available to places where there is little supply. There are all kinds of NGOs, and many times they have shown that they can participate constructively in such dissemination, even if the skills and capacities of organizations limit their abilities, domains, and forms. Moreover, more professionalized multinational NGOs such as Greenpeace, WWF, and Friends of the Earth By combining information obtained from official sources with additional information, it can influence national and international environmental agenda-setting policies more easily for information that they have compiled or created themselves (Jasanoff, 2010).

On the other hand, smaller, community-based NGOs are more likely to promote activities locally. It goes further than initiating a sweeping policy change. These groups are particularly talented at simplifying and, if necessary, translating difficult technical information. Non-expert users adapt general emergency response measures at the local level and mobilize direct action against local polluters or dangerous people's facilities (Jasanoff, 2010).

NGOS has the potential to leverage their power by using tactics such as boycotts, banner-raising, leaflet distribution, and other direct actions for the protection of the environment or better working conditions for workers (Deegan and Islam, 2014).

Furthermore, some scholars claim that environmental non-governmental organizations could cover informative topics such as "greenwashing." Greenwashing simply means a deception tactic used by companies, in most cases fossil fuel companies. In greenwashing, companies attempt to convince potential

customers that their products have no adverse impact on the environment or that they have been sourced ethically, even though this is not the case. Moreover, some argue that one of the main reasons for greenwashing is a lack of regulations and ambiguous legislation (Lee, 2019). However, there are some bodies that are related to the government, or some of them private companies, that act as authorities for labeling and certifying goods as "green." One of them is the Marine Stewardship Council, which was established by the WWF and Unilever in 1996 and focuses on sustainable seafood (Lee, 2019).

Wijen and Chiroleu-Assouline (2019), in their article, examine MSC and the controversy surrounding the organization's "voluntary environmental standards." Some claim that co-creators and stakeholders are not on the same page environmentally as WWF, which is a leading ENGO. Their main disagreement comes from the competition scheme. Also, one of the main assignments of MSC is labeling seafood according to their sustainability so that consumers can consume products labeled under the authority of MSC comfortably knowing their products do not harm other aquatic animals or marine ecosystems. However, according to some researchers (Wijen and Chiroleu-Assouline 2019, Potts and Haward, 2007), MSC products are used by fast food chains. So, this incident leads consumers to question their shopping preferences.

Moreover, this is not the only example of cotton greenwashing in Sub-Saharan Africa; Partzsch, Zander and Robinson (2019) focused on this topic and discussed standards for cotton producers in Sub-Saharan Africa examined by the Fairtrade Labeling Organization. In this case, NGOs such as WWF, Greenpeace, and Oxfam were observers. They were involved in the process with other bodies for supervising the environmental sustainability side of the business and ensuring consumers that the process is transparent.

In this regard, it could be said that ENGOs use their power to assist and, in some cases, enlighten the disputable situation to make themselves heard among the citizens; they have been using traditional media, social media, and protests to inform the public (Ferguson, Schattke and Paulin, 2021).

2.5.1. Green NGOs

As mentioned in the previous chapters, there are many environmental non-governmental organizations, or ENGOs. They have been formed in response to real or perceived threats to wildlife, landscapes, and places of special environmental value since nature conservation organizations first emerged in the mid-nineteenth century. They are the organizational expression of these concerns and a way to act on them together. Throughout the twentieth century, as scientific understanding of natural ecology developed, the scope of environmental concern gradually expanded beyond individual species to their ranges and biodiversity in general (Berny and Rootes 2018).

Particularly from the 1970s onwards, environmental concerns increasingly spread to the transnational and eventually global levels as it was realized that problems could not be effectively confined to local or national boundaries. Organizational structures of this concern have followed suit, either through transformation of the agendas of existing NGOs or through organizational innovation; thus, by the end of the twentieth century, many NGOs had adopted broadly ecological perspectives, and an increasing number were organizing transnationally. Some, notably Friends of the Earth (FoE) and Greenpeace, have expanded beyond the industrialized states of the North where they originated and have developed affiliates in various countries in the global south (Berny and Rootes 2018).

Furthermore, their main specialty is their potent lobbying, seeing that they do not have any affiliation with any governmental body or institution. Thus, they can be involved in local and, in some cases, international law-making progress. An example of this could be Greenpeace's campaign against "deep sea mining," which is the extraction of minerals from the bottom of the oceans. Some companies claim that this extraction is beneficial for renewable energy; on the other hand, some researchers (Mestre, Rocha, Canals, Cardoso, Danovaro, Dell'Anno and Bebianno, 2017, Washburn, Turner, Durden, Jones Weaver and Van Dover, 2019) claim that this extraction progress would damage marine ecosystems irreversibly. Thus, Greenpeace has been advocating a Global Ocean Treaty for protecting oceans from deep sea mining (Willaert, 2021).

Table 2. Environmental Non- Governmental Organizations (Source: Berkeley Library 2023)

NGO Name	Established in	Global Presence
LAUDATO SI' (Formerly, Catholic Movement)	2015	37
Global Climate		
WWF	1961	100
Greenpeace	1971	40+
Climate Foundation	2008	
Global Footprint Network	2003	
Rainforest Alliance	1987	70+
Wetlands International	1937	100+

World Wild Life, in short, is one of the best-known ENGOs in the world. It was established in 1961, and its main purpose was to recover wildlife from local or international hazards. However, nowadays it serves approximately 100 countries, and along with protecting wildlife, it also collaborates with corporations for environmentally sustainable production and marketing. As an example of that, it's collaborated with HCSBC, Unilever, and even Toyota. As mentioned before, WWF and Unilever partnered and established an MSC that inspects sustainable seafood and fishing. MSC labels seafood for consumers so that they can buy these labeled products, knowing they are sustainable (Lee, 2019).

Furthermore, funding is another focus of ENGOs. They have been advocating financial aid from North to South for climate-related circumstances. An example of its Green Climate Fund would be a substantial example. The fund was founded by the World Bank; however, it is distanced from it, so institutions such as Climate Finance, which is an ENGO, involve the process from an independent perspective. Moreover, it acts as an observer to ensure the process progresses according to regulations and follows the money flow. Lastly, because it currently has some followers, it is easy for it to increase awareness if an issue occurs (Bracking, 2015).

Moreover, Friends of Earth International, which operates in more than 70 countries, focuses on accomplishments in solving problems in the North-South through meetings and communication. Therefore, it used its power to choose issues related to environmental and social issues peacefully and wisely. Thus, it could be interpreted that they also act as an intermediary under some circumstances (Doherty, 2006).

2.5.2. Greenpeace

Greenpeace is a movement of people who are passionate about defending the natural world from destruction with a vision of a greener, healthier, and more peaceful planet, one that can sustain life for generations to come. Greenpeace was founded in 1971 by a small group of concerned individuals and activists who set sail from Vancouver, Canada, in an old fishing boat. These groups of people were ecologists and journalists, who then became the founders of Greenpeace. These people rented a rickety fishing boat and set sail for Amchitka Island, off the coast of Alaska, near the North Pole (Moore, 2010). Their main aim was to stop the nuclear tests carried out by the United States Navy, and they believed individual, non-violent action could create positive change (Zelko, 2003).

In fact, this first step was the beginning of a formation that would affect the whole world. Their old fishing boat was called "The Greenpeace." Today, Greenpeace is present in over 40 countries around the world, such as Africa, Asia, America, Europe, and the Pacific (Zelko, 2003).

They are an independent organization, which means that they are not funded by governments, political parties, or corporations. They are funded by “ordinary people,” which means concerned citizens all around the world (Hirzalla and Van Zoonen, 2010).

Furthermore, because they are not funded by the government or commercial corporations, the organization could easily protest new projects that could potentially harm the environment, confront corporations for harming or polluting the environment, or in some cases, corporations do not follow rules (Özdemir, 2012).

Moreover, it can be said that organizations with no affiliation to the government and corporations have the upper hand, seeing that organizations can protest, reject, and confront both governments and corporations for damage or destruction of the natural world and challenge or use lobbying to effect change (Özdemir, 2012).

As the opposite of WWF, Greenpeace uses the power of lobbying. Lee (2019) mentioned in research that Greenpeace endorses corporate social responsibility, which is the claim that corporations should play an affirmative role in society and reckon among the environmental impacts of their businesses. However, some researchers (Sievers, 2013, Timmer, 2009) claim that Greenpeace’s advocacy is fanciful. Moreover, Greenpeace’s acts could sometimes be considered confrontational, oppressive, and, in some cases, illegitimate. Moreover, it made a name for investigating the “greenwashing” of companies or corporations. Their focus area is the fossil fuel industry, more specifically the oil and gas industry.

Furthermore, there were many campaigns for sustainable sourcing of palm oil that Greenpeace worked on very hard to ensure the supply chain process of palm oil sourcing was sustainable. There have been campaigns related to this topic (Wolf, 2014).

Furthermore, the fast fashion industry and its damage to the environment are another significant issue nowadays. There are campaigns for sustainable fashion, such as H&M campaigns for reuse of old clothing, where consumers could bring old jeans and get a discount (Shen, 2014). Thus, Greenpeace was also working on this topic. The Greenpeace DETOX framework was claimed by it in 2011 and was focused on hazardous chemicals, with the aim of influencing the whole supply chain (Khurana and Ricchetti, 2016).

Furthermore, another incident happened between Nestle and Greenpeace in 2009 regarding palm oil sourcing in rain forests and causing efface orangutan domain. In order to make this topic known, it used social media (YouTube, to reach citizens. They have used social media and a pdf file to explain the peril of the situation and ultimately surpass Nestle (Coombs, 2014).

Furthermore, during the research, it was organically found that many researchers used different social media platforms for studying Greenpeace's use of social media. 'Symbolic convergence of the Climate Crisis: A content analysis of the Greenpeace Indonesia campaign on Instagram.' (Pramana, Utari and Naini, 2021, Manosevitch 2015). In their research, they chose Instagram as their main social media platform. Thus, they focus on images posted on Greenpeace Indonesia's Instagram account from January 1 to June 30, 2020, related to the hashtag #ClimateCrisis. They concluded that in their research, Greenpeace Indonesia used horrible or more unpleasant images to create social interaction and awareness to work more on the climate crisis, renewable energy, and the significance of environmental regulations.

Another significant social media platform is Facebook, and Katz-Kimchi and Manosevitch (2015) conducted research on 'Mobilizing Facebook users against Facebook's energy policy: The case of the Greenpeace unfriends coal campaign'. The research was based on the Greenpeace campaign against coal, and Facebook was the chosen social media platform. However, in addition to this, they also conducted an interview with six semi-structured interviews with key personnel.

Furthermore, Ji, Harlow, Cui and Wang (2018) have focused on Weibo, which some claim is the Chinese version of X (formerly Twitter), where people can share texts, messages, photos, videos, and music. Their study is called 'Discussing environmental issues in Chinese social media: An analysis of Greenpeace China's Weibo posts and audience responses'. They used a hybrid method of computational and manual content analysis to analyze social media posts along with audience responses. Their study was conducted from October 2013 to September 2014. The study found that China's government still controls the internet, and that's why social media is a significant tool for people to access information. They concluded that ENGOs in China use social media to promote their own agendas. Also, they found that it is important to investigate audiences' reactions, comments, and likes to a tweet.

Furthermore, in this research, Greenpeace has chosen a sample group because of its lobbying and use of it on concerned topics.

2.6. Social Media and Web 2.0 Technologies

In the past decade, globalization and technological development have affected people's lives directly (Demir, Tarhan and Görkemli, 2019). Technological developments have had an important place in every phase of human life, and they have paved the way for changes and transformations in many fields. In recent years, especially in communication technologies, developments have become one of the factors affecting the way individuals communicate (Dağ and Taşan, 2021).

The term social media refers to any private (Perrin, 2015) or legal entity enabling instant communication with people around the world regardless of place and time and continuing in society, and it indicates sharing all kinds of events that internet-based applications provide (Çanakçı, Öztürk and Şaşmazlar, 2022). With technological developments, traditional media have stopped being the number one source for gaining information. Traditional media has been replaced or is less preferred by more interactive Web 2.0 technologies and social media (Demir, Tarhan and Görkemli, 2019).

Social media is a term, in which people or organizations provide interest, information, and opinions, and there is an opportunity to share information online and on the web that creates interaction. A common site for knowledge, different ideas, different public perspectives, and experiences allows sharing with established websites, providing and quickly accessing the internet environment, something that takes its place in people's lives (Çanakçı, Öztürk and Şaşmazlar, 2022).

The biggest difference from traditional media is the individual's unique ability to produce social media content, comment, and contribute (Çanakçı, Öztürk and Şaşmazlar, 2022).

Furthermore, more people are using social media as a tool of communication that has become a basic source of information and a channel to express their thoughts and opinions every day (Niknam, Samadbeik, Fatehi, Shirdel, Rezazadeh and Bastani, 2021).

Social media can be defined as an internet-based group or groups of services that allow people to create, share, and exchange information in a virtual community (Niknam, Samadbeik, Fatehi, Shirdel, Rezazadeh and Bastani, 2021).

The most used social media sites in the world are Facebook, YouTube, WhatsApp, Instagram, WeChat, Sina, Weibo, and X (formerly Twitter). Thus, the easy accessibility of social media has changed the way people around the world get news and information (Niknam, Samadbeik, Fatehi, Shirdel, Rezazadeh and Bastani, 2021).

Social media is being utilized by individuals and businesses more widely and frequently in social settings and the workplace because it has numerous aspects that set it apart from traditional media. Social media, unlike traditional media, is based on interaction between humans or organizations, so it can be said that the key concept or feature is interaction. Individuals could use social media to create, share, and evaluate their own content offerings. Thus, individuals who use social media effectively can engage with social media users (Lietsala and Sikkumen 2008: 24-28).

Table 3. Use of Social Media Platforms by Millions (Source: Statista, 2023)

Name of the Social Media Platform	Ranked by number of monthly active users(in millions)
Facebook	3,030
Youtube	2,491
WhatsApp	2,000
Instagram	2,000
Wechat	1,327
Tiktok	1,218
FB Messenger	1,036
Telegram	800
Snapchat	750
Douyin	743
Kuashiou	673
X/ (formerly Twitter)	666
Sina Werbo	599
QQ	571
Pinterest	465

Moreover, social media can make its participants perceive it as a coterie and partake in it for free (Lietsala and Sikkumen 2008: 24). Furthermore, it also provided the opportunity to reach the target audience regardless of time and place, and it is significant for social benefit organizations to implement communication methods in the most effective way. It appears to be a factor that will help them reach their goals faster. Thus, they could have the opportunity to become social actors (Cilizoglu, 2018).

Moreover, a research has shown that social interaction through social media is completely unlikely to replace face-to-face communication. In online communications, people could feel less delimited or, in some cases, less bashful. On the other hand, some argue that this is not a positive aspect, seeing that people could easily hide their identities, age, education background, or even, in some

cases, alter their gender to form new relationships (Al-Deen and Hendricks, 2011, p. 4).

Nowadays, social media is used in society for communication, and it can include many activities such as access to information, entertainment, and shopping. Social media has become an important part of individuals' daily lives and has changed them. The opportunity to create and consume desired content on social media means that the person who discovers it owns an unofficial communication channel in their daily lives. People's presence on social media affects for-profit organizations, and it also attracts non-governmental organizations to this area. Organizations and their target audience use social media, which breaks down communication barriers between people, enables mutual communication, and allows interaction between people, groups, or organizations (Saatçioğlu, 2017).

As a result of some developments, the internet and social media areas have reached their positions. The Internet can be defined as a collection of networks established with certain protocols, and the World Wide Web can be defined as an internet that covers the whole world along with Web 2.0 technology developed for the World Wide Web, which basically forms the basis of the media (Saatçioğlu, 2017).

Web 2.0 is an intellectual and technological social media based on the aspect of content creation by users that allows sharing, and the social feature of the media comes from some actions. According to some of these actions, individuals can communicate with each other because of some cognitive processes of interaction that they have established. Thus, community's collaboration by creating constitutes can be provided these actions affect the social nature of social media (Demir, Tarhanlı and Görkemli, 2019).

Some scholars suggest that even though social media does not vary more than conventional communication tools and technologies in daily life or the job environment, social media has become increasingly appealing to companies or workplaces. According to some surveys, communication technologies and tools

must be in the workplace, as well as internet-based technologies such as e-mail, Wi-Fi, and the internet (Lovejoy and Saxton, 2012).

2.7. Social Media as Communication Tool for NGOs

Social media is an important factor for institutions and organizations as well as for individual communication practices; therefore, it could be said that it is an important communication channel or tool (Dağ and Taşan, 2021).

It is known that the media are active in shaping consumer behavior and influencing changes in corporate responsibility and related areas, and a lot of research (Ji, Harlow, Cui and Wang, 2018, Görkemli and Demir, 2021, Saatçioğlu, 2017, Deegan and Islam, 2014) has been done on this subject. In addition, NGOs can and often do use the news media as an important part of their consumer outreach strategies (Deegan and Islam, 2014).

Social media has been a growing trend all around the world, and because of it, many scholars have studied why and how social media is used by companies and organizations. Furthermore, the use of social media has become crucial for NGOs as a last step in their advertisement for gaining people's interest and donations and showing them what they have been doing. Thus, there have been many studies (Ji, Harlow, Cui and Wang, 2018, Görkemli and Demir, 2021, Saatçioğlu, 2017) to explore NGOs usage of social media (Demir, Tarhan and Görkemli, 2019).

Social media helps users create and participate in virtual communities that enable them to share, communicate, manage, and share information among NGO members or the public. People have the ability to connect with other people and circulate information interactively. They can reserve individualized and collective groups communicating through virtual interaction to create visibility (Raja-Yusof, Norman, Abdul-Rahman and Mohd-Yusoff, 2016).

The use of social media could also save money on the activities of NGOs, and this is a significant reason for NGOs to adopt technology because of their mostly measurable pecuniary funds. Furthermore, NGOs usually use social media

for fundraising and volunteer-related activities (Raja-Yusof, Norman, Abdul-Rahman and Mohd-Yusoff, 2016).

Furthermore, change becomes necessary for institutions and organizations that cannot remain indifferent to all these innovations. They started to prefer media that eliminated the concept of time and had no space limits. It has become one of the most preferred channels by organizations thanks to its appeal to the senses (Demir, Tarhan and Görkemli, 2019).

Strategic communication is an organization's informational, persuasive, discursive, and relational communication. It can be explained as using tools in accordance with the organizational purpose. The basis of all these different purposes is that social media is a medium of interaction (Saatçioğlu, 2017). It can be evaluated and used for this purpose. In this context, social media is used as a communication tool for non-governmental organizations; it is used within the framework of strategic communication and contributes to the work of the organization (Raja-Yusof, Norman, Abdul-Rahman and Mohd-Yusoff, 2016).

Some scholars claim that the main aim of the organization is to gain support for not only economic gain but also to increase its followers and reach more people for raising awareness on some specific topics that are not touched upon regularly or disregarded for other benefits such as economic (Saatçioğlu, 2017).

The concept of interaction in social media can be associated with likes, comments, and sharing activities for a post. In this context, non-governmental organizations use communication activities for interaction purposes with people or other organizations (Saatçioğlu, 2017).

Therefore, new terms like "social networking," which means the implementation of using social media to form a connection and communicate with others online, could be used. The best example of this could be LinkedIn. Also, "Social Media Marketing" became popular, and it means to market products and services, engage with existing customers, and reach new ones by using social

media applications and social networks such as X (formerly Twitter), Instagram, and TikTok (Wilson, 2020).

Thus, companies and organizations became more electronic due to the growing demand and competition with others in the work environment. Furthermore, NGOs are also influenced by new social media and change their communication tools for their stakeholders or followers. Companies, organizations, and NGOs were created to well organize substance to obtain strong relations with stakeholders and enhance reliance and dependability for the general public (Lovejoy and Saxton, 2012).

2.8. X (Formerly Twitter)

It was established in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. It claims to be a microblog social network, and the main argument is that people could share text and follow friends or strangers (Burgess and Baym, 2022,). Small (2011) claims that microblogging refers to sharing short texts. When its popularity has grown over the years, so have its features. For example, its character count has changed over the years; at first, it was 140, then it became 280 characters. However, this has recently changed; nowadays, people use up to 2500 characters. Furthermore, users could share not only texts but also photos, videos, gifs, and emojis (Burgess and Baym, 2022,).

Elon Musk concluded to buy X (formerly Twitter) shares on October 27, 2022, and started making drastic changes within the institution, including ending the employment of the Twitter executives and others. X (formerly Twitter) does not permit obtaining X (formerly Twitter) archives from accounts that one does not own or have access to (Jia and Xu, 2022).

Table 4. Use of X (formerly Twitter) in Years (Source: Backlinko 2023)

Year	MAU Millions
2010	54
2011	117
2012	185
2013	241
2014	288
2015	305
2016	318
2017	330
2018	321
2019	330
2020	353
2021	396.5

Table 5. X (formerly Twitter) use in Countries (Source: Statista 2023)

Country	Users in Millions
United States	73
Japan	55.55
India	22.1
United Kingdom	17.55
Brazil	17.25
Indonesia	15.7
Türkiye	15.6
Saudi Arabia	12.7
Mexico	12
Thailand	9.45
France	9.05
Philippines	9
Spain	8.1
Germany	7
Canada	6.9

As can be seen, the use of X (formerly Twitter) has grown rapidly over the years. It has been used in many countries by many people, including politicians, governmental bodies, activists, and NGOs (Burgess and Baym, 2022).

As is seen, it has been used by many people; however, it brings one's mind to the question: What is it used for? As mentioned before, it is more commonly used for getting instant news or information locally or internationally, sharing messages with others, sharing one's ideas, or expressing an opinion on a specific topic (Burgess and Baym, 2022).

Table 6. X (formerly Twitter) Reasons of Use (Source: Backlinko 2023)

Reasons	Share of respondents
To get news	48%
To get entertainment	48%
To keep contact with friends and family	34%
To follow brands / companies	33%
To strengthen professional network	14%
Other purposes	12%

Furthermore, some claim that it is also used for contact with loved ones or meeting new ones. Also, follow brands, i.e., fashion or NGOs. Also, there is some research on the user's age on it (Olofinlua, 2019, Heravi and Harrower, 2016).

Table 7. X (formerly Twitter) Use by Age (Source: Backlinko 2023)

Age Group	Share
13-17	6.6%
18-24	17.1%
25-34	38.5%
35-49	20.7%
50+	17.1%

A study on the age use of it is significant, seeing that companies or institutions marketing techniques could differ related to this topic. Furthermore, it could be said that it is mostly used by people who should be employed (Morgan-Lopez, Kim, Chew and Ruddle, 2017).

Thus, a research claims that it became a new source for journalism, seeing that it is widely used by not only ordinary people but also politicians, activists, actors, corporations, and, of course, NGOs. Also, it could be used as an instant news sharing platform (Small, 2011).

Furthermore, Greenpeace uses it regularly and frequently to promote their crusade on specific topics. An example could be their opposition to nuclear power and use of it. They complete campaigns related to this topic (Gupta, Ripberger and Wehde, 2018).

CHAPTER III: THEORETICAL BACKGROUND of the RESEARCH

The social capital theory has been chosen as the main theory for this research. Social capital is a concept first used by Glen Loury and later favored by Robert Putnam and could be characterized as features of social organization such as trust and networks that can increase coherence by making coordination easier in society. Social capital evaluates the degree to which a community cooperates to achieve desired results. In situations where trust is lacking and reciprocity is non-negotiable, cooperation or working together may become rare or at least limited to groups of people who share a common identity or interest. In addition, local efforts without the required assurance and decisiveness to work with coherency may become limited to social development (Buckland, 1998).

Social capital theory states that social relationships can be resources that lead to the development and accumulation of human capital. The increasing use of information and communication technology in individual economic activities and the increasing interaction of more people have led to the emergence of the value of interpersonal trust, and since the 1990s, this has helped develop the idea of social capital (Çalışkan and Ezilmez, 2021).

It can be said that social capital is an important idea that is the subject of study in the field of sociology. It is important in terms of controlling the fundamental structure of society. The goal and aim of social capital, financial transformation of occurrence, education, a vote-based system, business life, and association are the subjects of examination (Çalışkan and Ezilmez, 2021).

Moreover, there are three types of social capital: bonding, bridging, and finally linking. Bonding social capital involves a batch of people who have veritable aims and pursuits in life. Bridging social capital involves different batches of people with different interests or ideas and bringing them together for the same purpose. Lastly, linking social capital also involves different groups with different interests or ideas and bringing them together for the same purpose;

however, this time there is power, or more specifically, economic power, difference within the groups, and this could encourage gregarious briskness under the right circumstances (Claridge, 2018).

Social capital is the set of resources embedded in an individual's or organization's network of relationships, including interpersonal relationships and resources resulting from relationships. Social capital is a multidimensional concept and can be divided into two structural, relational, and cognitive dimensions. The relational dimension describes the resources embedded in social network relationships, such as reliance, adherence, and mutuality. The cognitive dimension approximately refers to a common context that increases and eases understanding shared language between people represented by codes and targets. For members of a network, capital benefits include broader resources; otherwise, information and opportunities are not easily accessible (Cao, Vogel, Guo, Liu and Gu, 2012).

Moreover, it claims that social media users could build relationships and networks that can be used to their advantage. This theory is based on the idea that people can use their networks to gain access to resources, information, and opportunities that they would not normally have access to (Buckland, 1998). Furthermore, it can be explained as people's ability to work together where they all come together in groups or organizations for common goals, and in this theory, trust, norms, and social sanctions prevailing in social groups are voluntary cooperation implemented by self-choice rather than imposition or pressure from a third party (Firouzbakht, Ebadi, Riahi, Tirgar and Nikpour, 2022).

Social media can promote trust among employees, establish a clear communication channel, and secure information transfer. Social media consists of piles of information and provides multiple means of communication channels for information exchange and information transfer. Social media is widely preferred to be and maintain an effective social networking platform (Cao, Vogel, Guo, Liu and Gu, 2012).

It can to a considerable extent affect behavior and create opportunities to exchange information, facilitating access to resources, progressing cultural values

and norms, and affecting beliefs and attitudes among people (Firouzbakht, Ebadi, Riahi, Tirgar and Nikpour, 2022).

Strengthen external professional networks and ties in a collaborative environment with colleges, or individuals often develop and rely on their own egocentric networks when deciding who to talk to on social media. The social network is visible and more accessible, along with enabling individuals to find their areas of expertise, making the social network more effective in online transactions. Thus, it has the feature of providing collaborative information transfer. These are social networks and ties created through social media that connect organizational members to various sources of information and can help explain knowledge and information (Cao, Vogel, Guo, Liu and Gu, 2012).

Although social capital has potential benefits, it should also be taken into consideration that it may create negative effects for all parties involved. Developing social capital requires long-term participation in various social relationships over time. This time and effort are not free, and not all participation is equally beneficial in terms of the social capital and goodwill it generates. A particular organization, such as an NGO or INGO, may have a limited carrying capacity in terms of the relationships that it can develop or maintain. That being the case, elections are a magnificent source for assessing potential returns through the creation of social capital that can be converted into other capital by other actors, but also in terms of the opportunity costs of not developing or developing relationships (Teegen, 2003).

Furthermore, social capital theory addresses how individuals' access and mobilize resources in social networks. The advantages of these sources of social capital include access to information, financial or material benefits, visibility, legitimacy, and sponsorship in the social system. However, the challenges stem from investing effectively in a network so that one can then access and mobilize the resources of that network and generate returns on social capital. Social capital theory is concerned with the resources available in a network and how these resources are accessed and mobilized (Claus, Maletz, Casoinic and Pierson, 2015).

What's more, the existence of social networks or social capital is linked to the convergent formation of actors, groups, or organizations values, norms, and cultures. In this sense, values, norms, and reciprocity can be seen as products of social capital, as well as factors that facilitate the development of social capital as its creation. Abstract concepts or concepts in social network and social capital theory norms turn into something more concrete; values accompanying the specific actor that characterizes the organization or person relationship with the result and relationships arising from various reasons are mainly changes (Paschos, 2012).

The norms will affect whether the transaction takes place, and they are most likely to increase the likelihood of positive norms being repeated or likely to be repeated in the future. These norms, tested over time, created values that can be inherited and created by new members of the network, and this is mutual respect within the partners (Paschos, 2012).

Furthermore, this theory is effectively used when building prosperous relationships with NGOs and their business partners. In a study conducted by Moshtari and Vanpoucke (2021), they focused on the fact that NGO and business relationships follow the same logic as in the business environment in terms of how social capital influences inter-organizational relationships. Although similar mechanisms are at play, their studies revealed that social capital formation is even more pronounced in companies. Inter-sectoral relationship context, as social capital can be used as a driver to alleviate the tensions and complexities common in NGOs and business relationships.

Another study called 'Female healthcare providers' experiences of childbearing: A content analysis based on the social capital theory' (Firouzbakht, Ebadi, A., Riahi, Tirgar and Nikpour, 2022) was conducted to understand the experiences of female healthcare providers of childbearing based on social capital theory and using content analysis as a method.

CHAPTER IV: METHODOLOGY

This chapter will discuss the content analysis research method as well as secondary data analysis data analysis and data collection.

4.1. Sample and Research Context

In this research, three different countries where Greenpeace operates have been chosen as sampling frames, and these countries have different economic developments. Greenpeace Canada has been chosen as a developing country; Greenpeace Türkiye has been chosen as a developing country; and Greenpeace Somalia has been chosen as an underdeveloped country. In total, 1,910 tweets were analyzed manually. Furthermore, using social media platforms has become highly popular for this analysis due to the rise of social media. Researchers could analyze this currently existing information for their own research. However, this research technique also comes with challenges; seeing data not firsthand, such as in surveys, could be a challenge. Violations of stealthiness should be taken into consideration during the research. Furthermore, another challenge is that if books or journals are used as data, the right of use may require authorization from the original author or authors. Thus, for this research, data was obtained from a digital agency for analyzing chosen institutions X (formerly Twitter) accounts.

4.2. Unit of Analysis

In this research, these three countries were chosen according to their economic development, which was obtained from the United Nations official website. The sample study arises from Canada, Türkiye, and Somalia, in which Canada is a developed country, Türkiye is a developing country, and finally, Somalia is an underdeveloped country. Furthermore, Canada has been chosen as a developed country because it is believed that it is democratic and safe, and according to government officials, they work tremendously on sustainability. Türkiye has been chosen as a developing country because studies are being conducted in the country and it is a developing country. Finally, Somalia has been chosen as an underdeveloped country because, during the initial research, it was found that there is a Greenpeace presence in the country, and the Greenpeace Somalia X (formerly Twitter) account's language is English, whereas other

underdeveloped countries where Greenpeace has a presence have their X (formerly Twitter) accounts in their native language. Moreover, Canada will be the sixteenth-freest economy in 2023, according to the 2023 Index of Economic Freedom. It has the tenth largest economy in the world, unemployment is decreasing, and the effects of the COVID-19 pandemic are slowly fading away. There are many different ethnicities in Canada; some of them are Europeans, Asians, African-Canadians, Latin Americans, and Indigenous. People who belong to different tribes, and these tribes are Aboriginal people: Indians (First Nations), Inuit, and Métis. The official languages in Canada are English and French, seeing that it was colonized by France in the past. Furthermore, many claim that Canada is a democratic country with freedom of speech, low crime rates, and high life standards. The country has political and economic stability. Finally, according to the official website, it is working on clean energy and taking action against climate change (Vancouver, 2011).

According to the 2023 Index of Economic Freedom, Türkiye will have the 100th freest economy. It is the seventeenth largest economy in the world, and it is still a developing economy. Currently, there is high inflation in the country, but its economy is still growing with foreign investors and exports. Its main export products are agricultural products. Moreover, there are many different ethnicities living in it; some of them are Turks, Kurds, Greeks, and Europeans. There are many different religions in the country. Its democracy is relatively developed, and there is freedom of speech in the country. Moreover, terrorist attacks are the greatest threat to its political or economic stability. Finally, for sustainability, even though there are many attempts to move towards clean energy, there are still many investments in the fossil fuel industry (Özbay and Evren, 2023).

Somalia's is not on the 2023 Index of Economic Freedom because of the lack of confidential data. Somalia's economy is one of the lowest in the world. There is high inflation in the country; the main export products are agricultural and fishing. It was colonized by two European countries, which are Britain and Italy. Moreover, the main ethnicity is Somalian. There is still an ongoing civil war within the country, so its political or economic stability is very poor. The main

language is Somalian. Finally, there are severe droughts in the country. (Mohamed and Abdulle, 2023).

This research unit of analysis was collected over a determined time period, and this time period is April 1 to September 30, 2023. There are 1,910 tweets in total that were examined in this study. Thus, after the examination, it was concluded that Canada has 1,416 tweets in these six-month periods, Türkiye has 457 tweets, and Somalia has 37 tweets. Moreover, after tweets obtained from a digital company as an Excel files, then each tweet is coded manually to hopefully get an objective result. Firstly, some information was eliminated that had no value to this study, along with the addition of new required columns for new information that was attached to the files.

Furthermore, many researchers (Ji, Harlow, Cui and Wang, 2018, Görkemli and Demir, 2021) used coding tables or sheets in their research, and much research was found at the beginning of this study, and some loosely inspired this research. That's being said: 'Social Media Usage of Non-Governmental Organizations: Red Cross Societies of the G7 Countries and the Turkish Red Crescent' (Görkemli and Demir, 2021) is one of them. In their research, they focus on the Turkish Red Crescent, which is a humanitarian NGO, and the Red Cross Societies, which is also a humanitarian NGO in the G7 countries. They examined the chosen NGOs X (formerly Twitter) accounts with a chosen time frame to find what kind of visual they share on their accounts, which days and hours they post their tweets, and finally what the differences or similarities do have in common.

4.3. Secondary Data Collection

This research benefits from secondary data analysis. Secondary data analysis refers to exercising the currently prevalent notion to procure unprecedented knowledge or respond to questions that emerged from the original data (Johnston, 2014). For this data analysis, many tools are used to gather the required knowledge. At this juncture in time, existing knowledge comes in varied forms, such as books, eBooks, journals, statistics, and records. For this part of the research, data was collected from X (formerly Twitter). X (formerly Twitter) has a unique structure. First, there is a limit to the number of tweets a person can see in a

day. An unverified person can see 1,000 tweets, whereas verified accounts can view up to 10,000 per day.

Furthermore, data for this study has been retrieved from a social media tracking digital agency. What's more, September was the newest post, and it went further back to April to make this study a 6-month period, and this period is between 01.04.2023 and 30.09.2023. This research is limited to six months after receiving uncultivated data. Seeing that initial analysis, it is thought that a six-month load of data would be adequate for the research. Moreover, three different countries were selected for this research. For choosing these three countries as a sample, there were some requirements: firstly, Greenpeace should be present in the country; secondly, the institution must have a functioning X (formerly Twitter) account; the language of the intuition should be English; or because this thesis was conducted in Turkish, it could also be Turkish; and finally, the economic development of the country should be different from each other. This aspect is thought to give a more comprehensive scope to the results. Thus, for choosing developed countries, there were many candidates; however, in the end, Canada was chosen according to much news and research because it claims to be an ample democratic and relatively sustainable country. Moreover, for developing countries, Türkiye was chosen, seeing that I would have better knowledge of current developments, and another factor is that Türkiye is a developing country. Finally, further research revealed that language was the most important factor in selecting developing countries. In the research process, it is understood that most developing countries use their own language, and translating or simply understanding them could cause some issues. Thus, Somalia was chosen as an underdeveloped country, seeing that its X (formerly Twitter) account language is English.

4.4. Content Analysis

This thesis method will be content analysis, seeing that it is systematic research for analyzing information and can take information from interviews, focus groups, open-ended questions, surveys, documents, and videos (Lombard, Snyder-Duch and Bracken, 2002). It usually uses analytic methods to categorize, compare the data, and analyze the results (Lombard, Snyder-Duch and Bracken, 2002). In this study, Greenpeace's different X (formerly Twitter) accounts from

different countries will be analyzed. The first description of content analysis was given by Bernard Berelson, who claimed that 'the declared content of the communication is unbiased and that it is 'a research technique that makes systematic numerical definitions' (Neuendorf, 2002).

Another way to describe it is as a research method that investigates research problems by systematically and objectively identifying the message to make inferences (Cole, 1988). Early research based on content analysis usually focused on the description of the message; however, it did not offer much data for information development (Neuendorf, 2002). However, the present focus of content analysis works toward hypothesis testing (Krippendorff and Bock, 2009).

Moreover, it has three goals to guide researcher's deductions. These goals are "the characteristics of the text, the cause of the message or messages, and finally the effects of communication" (Cole, 1988). This study method is used in many different fields by different researchers. Many studies have used this technique to examine media outlets, advertisements, and different social media platforms (Neuendorf, 2017, Cole, 1988).

Furthermore, content analysis includes various textual and non-textual analyses. It is a methodological field and an empirical study method based on available material. Thus, when X (formerly Twitter) or any social media data is examined, content analysis is often used as a research method (Gökaliiler and Saatcioğlu, 2019).

Moreover, one of the reasons why Greenpeace was selected as a sample institution is that it has been operating in over 40 countries and is very vocal about its missions and goals. Another reason for selecting Greenpeace as a sample institution is that there is a gap in the research field. There are some studies (Netrebo, 2012, Hirzalla and Van Zoonen, 2010) that compare Greenpeace with other green and sustainable NGOs; there are even a study (Hasdemir and Çetin, 2019,) that focus on Greenpeace's X (formerly Twitter) account on very specific topics or key words or compare different social media accounts of it in one country. However, there is no research on different accounts of Greenpeace in

different countries. What's more, Greenpeace has various different social media accounts in almost every country. It has accounts on X (formerly Twitter), Instagram, TikTok, Facebook, and YouTube. (Lovejoy and Saxton, 2012, Wilson, 2020).

However, upon further research, it was determined that Twitter users from all three different countries use their X (formerly Twitter) accounts more frequently and regularly. Thus, this research focuses solely on X (formerly Twitter).

Furthermore, tweets are analyzed and then coded to procure impartial results. Moreover, for coding tweets, the first step is the first order code, which is the essence of the chosen tweet, followed by the second order code, which is a more broad explanation of the tweet. The last step is the third order code, which is a general topic. Furthermore, after finishing coding, all tweets are examined according to the dimension of sustainability. Dimensions of sustainability consist of three different dimensions: environmental, social, and economic. The coding charts will be presented in the data analysis section after the Dimensions of Sustainability sub-section.

4.5. Reliability and Validity of the Research

The approaches utilized were to evaluate validity (Yin, 2009), lessen interpretive bias, and boost the reliability of the results (Tashakkori and Teddlie, 1998). An objective manager examined the tweets for objectivity and evaluated the data that was acquired from a social media tracking business after the researcher manually coded and validated them. In addition, the discursive alignment of interpretation a technique (Creswell and Poth, 2016) frequently employed in latent content analysis was utilized to reflect the intersubjectivity of the data analysis (Mariampolski, 2001).

Table 8. Reliability and Validity of the Research

Test Content	Country-specific Themes shared by the NGO Greenpeace in the X (formerly Twitter) Platform Case Study and Analysis
Internal Validity	Multiple countries and their X (formerly Twitter) selected Sample countries selected according to their economic development level Case included secondary data analysis Different relationships are examined among different countries and their X (formerly Twitter) platforms
Construct Validity	Multiple documents and tweets are collected and reviewed Data obtained from social media tracking company as an Excel File An unbiased attention is given on the sampling, coding, and analysis of the tweets
External Validity	Multiple countries and their X (formerly Twitter) studied Followed and used protocol throughout the study
Reliability	All data stored as an Excel file and coded manually Secondary data analysis protocol followed A researcher and an objective manager analyzed already coded data to check whether the codes are coded the same way as in in the analysis The coding sheet checked by three academicians on the field and they have arrived at the same findings

4.6. Cross Country Analysis

In this thesis, three different countries Greenpeace X (formerly Twitter) accounts were analyzed for a six-month period, and the social capital theory was chosen as the theory of the research. These three countries have different economic developments. Furthermore, developed country Canada, developing country Türkiye, and finally underdeveloped country Somalia were chosen, and the reasons for choosing these countries have been explained previously.

Furthermore, all three of the organization's tweets were coded according to the dimension of sustainability, and subtopics emerged (Tashakkori and Teddlie, 1998). Data analysis of tweets is very significant for getting secondary data and doing it objectively (Neuendorf, 2017).

Furthermore, the comparison of these three countries tweets is very significant for understanding their use of X (formerly Twitter) and whether their developments have an impact on the tweets that they shared. Also, as a result of this comparison, it could be easily understood their main reason for using X (formerly Twitter) and which topics mattered to them the most (Johnston, 2014).

CHAPTER V: FINDINGS

This chapter will analyze tweets qualitatively from April 1, 2023, to September 30, 2023, with a total of 1,910 tweets from three different countries. The Greenpeace account is selected and examined. For the examination process, raw Excel documents were obtained from a digital company, and then unrequired information was eliminated, and then the coding process began.

Firstly, general background information will be given regarding each organization, then already-coded tweets will be examined according to the dimension of sustainability, then six months' worth of the coded tweets will be examined, and lastly, monthly coded tweets will be examined, and each examination will be independent and objective.

Furthermore, because of this research, it was found that all three organizations shared tweets mostly related to the environmental sustainability dimension, followed by social sustainability, and finally economic sustainability. Moreover, the most shared subtopic is "climate change." What's more, all three organizations used X (formerly Twitter) for self-advertisement and increasing social interaction. Furthermore, it is also found that there are differences among the chosen countries as a result of the research, which could be predictable seeing that they have different economic developments, cultures, and education systems.

5.1 Overview of Greenpeace Organizations X

Firstly, Greenpeace Canada attended to it in June 2008, whereas Greenpeace Türkiye attended to it in March 2009 and lastly Greenpeace Somalia attended to it in October 2018.

During the six months of research process, it is found that, Greenpeace Canada has 31,800 tweets, Greenpeace Türkiye has 14,500 and lastly Greenpeace Somalia has 60. In this context it could be said that Greenpeace Canada uses it more frequently, efficiently, and effectively than other chose organizations.

Table 9. General View of Organizations X (formerly Twitter) Accounts

Institutions	Tweets	Followers	Followings	Attendance Year to Twitter	Corporate Logo	Web Site Link	Language
Canada	31,800	50,700	2.712	June 2008	√	√	English
Türkiye	14,500	466,9	1.068	March 2009	√	√	Turkish
Somalia	60	218	1,574	October 2018			English

Furthermore, in case of followers Greenpeace Canada has 50,700, Greenpeace Türkiye 466, 9 and lastly Greenpeace Somalia has 218. Once again Greenpeace Canada has the most followers, Greenpeace Türkiye, and Greenpeace Somalia. In addition, Greenpeace Canada has 2.712 followings, Greenpeace Somalia has 1,574 and lastly Greenpeace Türkiye has 1,068. It should be note that Greenpeace Somalia has significant number of followings however not many followers. Furthermore, both Greenpeace Canada and Greenpeace Türkiye have a logo on the other hand Greenpeace Somalia does not during the course of the research. In addition to these both Greenpeace Canada and Greenpeace Türkiye share their web site links however Greenpeace Somalia does not. Lastly Greenpeace Canada's X (formerly Twitter) language is English, Greenpeace Türkiye's almost all Turkish, it will explain in detail in the upcoming sections and finally Greenpeace Somalia's almost all English, again it will explain in detail in the upcoming sections.

5.2. Frequency of Weekly Tweets

Also during the research, it is found that some institutions share tweets both weekdays and weekend. It is found that Greenpeace Canada shares on weekday's %79, 02, Greenpeace Türkiye shares on weekday's %81, 40 and lastly Greenpeace Somalia shares on weekday's %94, 59. On other hand institutions also share tweets on weekends.

Table 10. Frequency of Weekly Tweets

Sharing Day	Canada		Türkiye		Somalia	
	Weekdays	1,119	%79,02	372	%81,40	35
Weekend	297	%20,97	85	%18,59	2	%5,40
Total	1,416	%100	457	%100	37	%100

Greenpeace Canada shares on weekend %20, 97, Greenpeace Türkiye shares on weekend's %18, 59 and lastly Greenpeace Somalia shares on weekend's %5, 40.

Thus, it could be interpreted that all institutions mostly share on the weekdays however Greenpeace Canada shares at the utmost weekends followed by Greenpeace Türkiye and lastly Greenpeace Somalia.

5.3. Media Type of Tweets

Table 11. Tweets Media Type

Media Type	Greenpeace Canada		Greenpeace Türkiye		Greenpeace Somalia	
	Text	944	%66,66	296	%66,77	18
Photo	464	%32,76	160	%35,01	17	%45,94
Video	6	%0,42	1	%0,21	2	%5,40
Gif	2	%0,14	-	-	-	-
Total	1,416	%100	457	%100	37	%100

In the course of six months which was the time period of this research, it is found that all three of the chosen institutions use media types effectively to capture people's attention. All three institutions used text as primary media type followed by photo and lastly video. As opposed to Greenpeace Türkiye and Greenpeace Somalia, Greenpeace Canada used gif.

For text message use both Greenpeace Canada and Greenpeace Türkiye use statistical information obtain by researchers so that their shares would be informative. All three of the institutions are quite simple and could be understood by various people from different backgrounds. Furthermore, Greenpeace Canada has more aggressive language towards fossil fuel industry when compared to the Greenpeace Türkiye and Greenpeace Somalia. Moreover, both Greenpeace Canada and Greenpeace Türkiye use cynical, allusive comments to attract more attention from the followers.

Furthermore, for imaginary they used usually there is to spectrum, either used some catastrophic and disturbing image or ample sweet or positive. Thus, catastrophic images usually include the aftermath of natural disasters, pollution caused by the fossil fuel industry and lastly dead animals who lost their lives because of plastic pollution i.e. death sea turtle.

On the other hand, positive imaged includes pictures of activists on strikes or meetings, darling animal pictures from wildlife such as “chunky bee”, “ghost octopus” who became symbol of the opposition of deep-sea mining. Also, Greenpeace Canada shares many caricatures and emoji’s.

5.4. ‘Like’ Distribution of Tweets

During the research, “like” of tweets also analyzed seeing that “like” is one of indicator of posts impact on followers, whether the tweet is viral on the platform and finally popularity of post among followers or target audience.

Likes of the tweets according to months can be seen in table 16. Thus, as a result of the tweets, it is found that Greenpeace Canada has 22,171 likes from 1,416 tweets, whereas Greenpeace Türkiye has 11,259 likes from 457 tweets and finally Greenpeace Somalia has 52 likes from 37 tweets. Moreover, as it can be seen Greenpeace Canada has the most likes followed by Greenpeace Türkiye and finally Greenpeace Somalia.

Table 12. Like Distribution of Tweets by Country

Month	Canada		Türkiye		Somalia	
April	168	2582	129	4729	-	-
May	199	2617	85	1570	-	-
June	259	6110	45	847	-	-
July	342	6267	39	2277	-	-
August	134	2210	110	1252	31	52
September	314	2385	49	584	6	0
Total	1,416	22171	457	11259	37	52

Furthermore, Greenpeace Canada has the most likes in July and least likes in September which is excogitative seeing that in September it shared 314 tweets and it is only 28 less then July (342) tweets. On the other hand Greenpeace Türkiye has the most likes in April and least likes in September.

Finally, Greenpeace Somalia which only shared tweets in two months during the chosen research period, has the most likes in August and there are not any likes in tweets in September even though 6 tweets shared that month. However, “likes” are not distributed equally among the tweets. So, some tweets are much more “like” than others.

5.5 Distribution of Tweets by Different Sustainability Dimension

In this part of the study all tweets are manually analyzed according to their dimension of sustainability.

As found in analysis the period environmental dimension is the highest rate in three different countries followed by social and finally economic. In the upcoming parts they will explain more explicitly. However, it should be mentioned that some tweets that put under environmental dimension could still be related to the economic dimension.

Table 13. Dimension of Sustainability

Dimension of Sustainability	Canada		Türkiye		Somalia	
	Count	Percentage	Count	Percentage	Count	Percentage
Economic	78	%5,50	13	%2,84	1	%2,70
Environmental	1,038	%73,30	338	%73,96	34	%91,89
Social	300	%21,18	106	%23,19	2	%5,40
Total	1,416	%100	457	%100	37	%100

For example, ‘waste dumping’ which will explain later, put under the environmental dimensions however it could be still relevant to the social dimension.

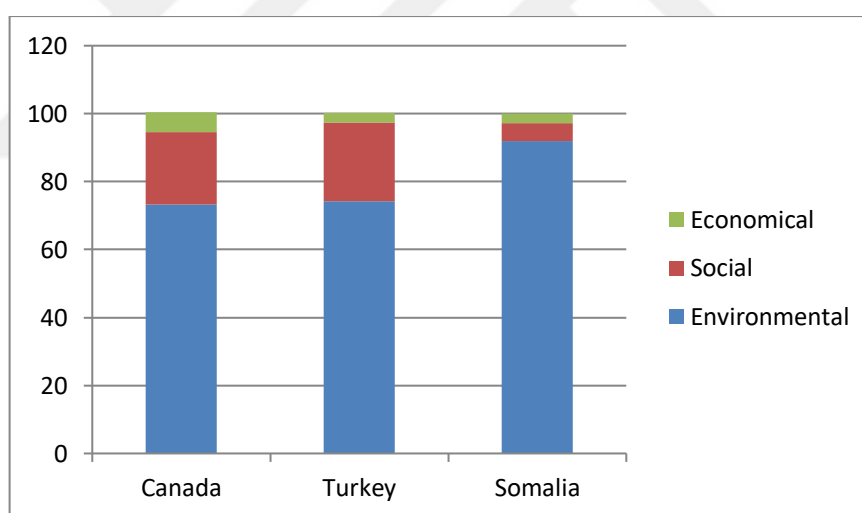


Figure 1. Distribution of Tweets by Dimensions

5.5.1 Environmental Focus of Tweets

In Canada 1,038 tweets out of 1,416 are belongs to this dimension with the %73, 30. In Türkiye 338 tweets out of 457 tweets environmental with the %21, 18 and finally in Somalia 34 tweets out of 37 belongs to this category with the %91, 89.

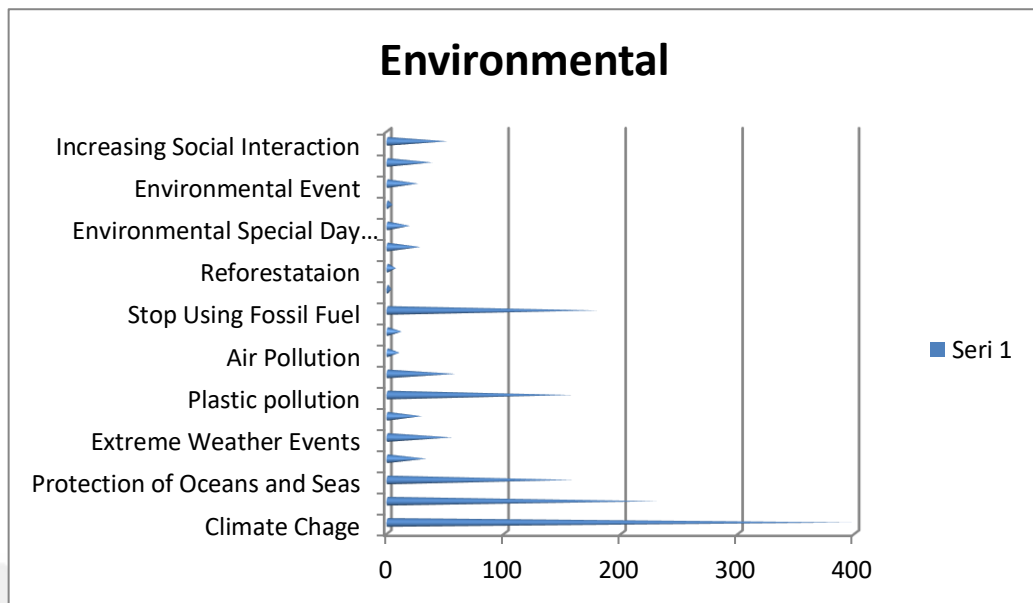


Figure 2. Environmental Sustainability

All topics related to the environment. Climate change is the number one most mentioned topic followed by protection of nature, protection of oceans and seas, life of animals in nature and stopping using fossil fuels. Also, it should be mentioned that ‘Increasing social interaction’ topic would be related to all dimensions.

5.5.2 Economic Focus of Tweets

During analysis of the tweets, it is found that economic dimension has the least sharing percentage. In Canada 78 tweets out of 1,416 belongs to this dimension with the %5,50 on the other hand in Türkiye 13 tweets out of 457 belongs to this dimension with the %2,84 and finally in Somalia 1 tweet out of 37 belongs to this dimension with the %2,70.

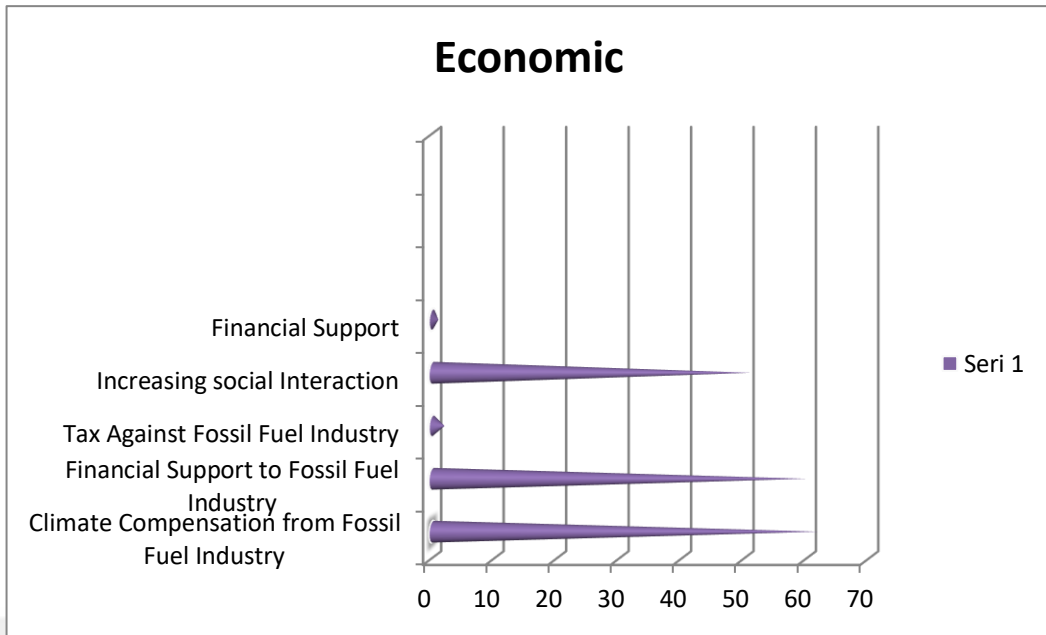


Figure 3. Economic Sustainability

In this dimension financial support to the fossil fuel industry or the need for tax against it comes across as main topics.

5.5.3. Social Focus of Tweets

During analysis of the tweets, it is found that social dimension is the second most shared topic. In Canada 300 tweets out of 1,416 belongs to this dimension with %21,18 on the other hand in Türkiye 106 tweets out of 457 belongs to this dimension with %23,19 and finally in Somalia 2 tweets out of 37 belongs to this dimension with %5,40.

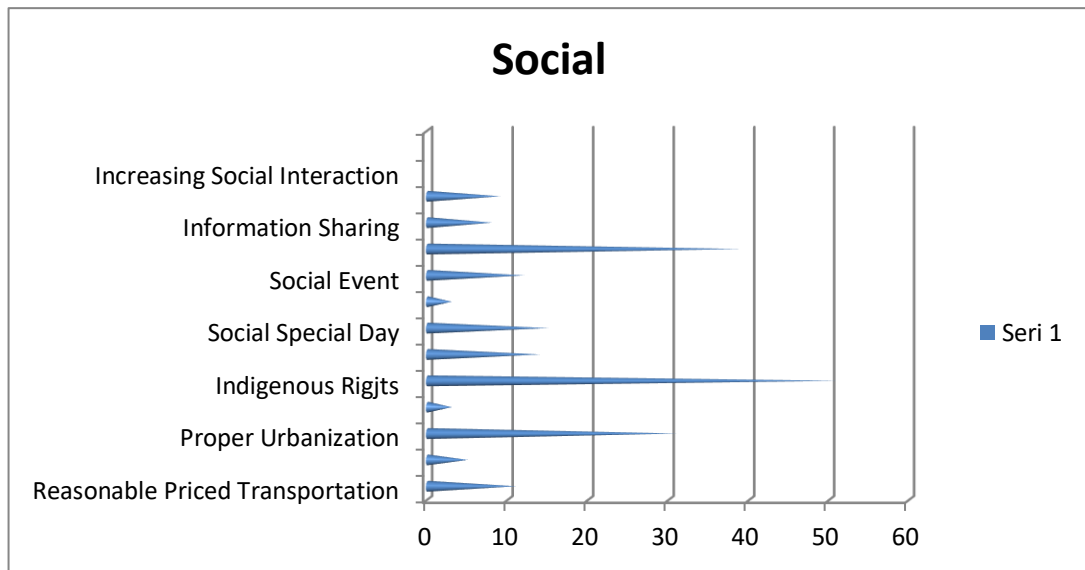


Figure 4. Social Sustainability

In this dimension information and misinformation sharing, increasing social reaction, commentary on issues in public transportation for women and disable people and Indigenous Rights in Canada could be mentioned as topics.

5.5.4 Country Comparison of Tweets by Different Sustainability Dimension

In this thesis 1,910 tweets manually coded, and it is found that in all three different countries “environmental sustainability” is the most shared followed by “social sustainability” and finally “economic sustainability”.

It is found that in “environmental sustainability” dimension some topics shared by all three countries. These topics are “climate change”, “extreme weather events”, “protection of nature”, “protection of oceans and seas”, “plastic pollution”, “wildfires”. However, in Türkiye “Sign of Green and Fair Transmission” is mentioned more than Canada. Moreover, in Somalia “reforestation” is shared while there were not any related tweets in other countries.

Table 14. Dimension of Sustainability in Different Countries

Dimension of Sustainability	Canada		Türkiye		Somalia	
Economic	78	%5,50	13	%2,84	1	%2,70
Environmental	1,038	%73,30	338	%73,96	34	%91,89
Social	300	%21,18	106	%23,19	2	%5,40
Total	1,416	%100	457	%100	37	%100

Out of three dimensions “social sustainability” is different the most. For example, in Canada “Indigenous Rights” is most shared topic while in Türkiye “safe transportation”, “reasonable priced transportation”, and “fair urbanization”.

Table 15. Distribution of Sustainability by Month for Canada

Distribution of Sustainability by Month for Canada	Economic		Environmental		Social	
April	15	%19,23	91	%8,76	62	%20,66
May	10	%12,82	150	%14,45	39	%13
June	21	%36,92	181	%17,43	57	%19
July	11	%14,10	276	%26,58	55	%18,33
August	7	%8,97	108	%10,40	19	%6,33
September	14	%17,94	232	%22,35	68	%22,66
Total	78	%100	1,038	%100	300	%100

In monthly distribution of tweets in Canada environmental dimension is always the most shared when compare the others. During the chosen six months period “environmental sustainability” always comes the first, followed by “social sustainability” and finally followed by “economic sustainability”. Out of 1,416 tweets, 1,038 belong to the “environmental sustainability”, 300 belong to the “social sustainability” and 78 belong to the “economic sustainability”.

Table 16. Distribution of Sustainability by Month for Türkiye

Distribution of Sustainability by Month for Türkiye	Economic		Environmental		Social	
April	2	%15,38	95	%28,10	32	%30,01
May	3	%23,07	58	%17,15	24	%22,64
June	-	%	30	%8,87	15	%14,15
July	-	%	30	%8,87	9	%8,49
August	6	%46,15	89	%26,33	15	%14,15
September	2	%15,38	36	%10,65	11	%10,37
Total	13	%100	338	%100	106	%100

In monthly distribution of tweets in Türkiye environmental dimension is also always the most shared when compare the others. During the chosen six months period “environmental sustainability” always comes first, followed by “social sustainability” and finally followed by “economic sustainability”. Out of 457 tweets, 338 belong to the “environmental sustainability”, 106 belong to the “social sustainability” and 13 belong to the “economic sustainability”.

In monthly distribution of tweets in Somalia environmental dimension is also always the most shared when compare the others. During the chosen six months period “environmental sustainability” comes always the first, followed by “social sustainability” and finally followed by “economic sustainability”. Out of 37 tweets, 34 belong to the “environmental sustainability”, 2 belong to the “social sustainability” and 1 belongs to the “economic sustainability”.

Table 17. Distribution of Sustainability by Month for Somalia

Distribution of Sustainability by Month for Somalia	Economic		Environmental		Social	
April	-	-	-	-	-	-
May	-	-	-	-	-	-
June	-	-	-	-	-	-
July	-	-	-	-	-	-
August	-	-	29	%85,29	2	%100
September	1	%100	5	%14,70	-	-
Total	1	%100	34	%100	2	%100

5.6. Overview of the Greenpeace's Interaction in X (formerly Twitter) Platform

In this section 1,910 tweets examined according to their contents between 01.04.2020-30.09.2023. The coding sheet of shared contents of organizations will share in this chapter. All tweets are coded manually and objectively. After the code analyzing ended it is found that Greenpeace Canada more tweets (1,416) content and messages than other chosen organizations during six-month period. Greenpeace Türkiye followed it with 457 shared tweets, content, and messages and finally Greenpeace Somalia shared least number of contents with solely 37 tweets, content and messages. Furthermore, using social media efficiently is very significant for organizations for raising more awareness on sustainability, keep in touch with its followers and reaching more and more people seeing that usage of social media does not require a vast budget when it is known fact that those kind of organizations budgets could be limited due to they do not getting any funds form governments or political bodies but only except donations from citizens. Thus, in this regard Greenpeace Canada wielding X (formerly Twitter) more efficiently efficaciously then Greenpeace Türkiye and Greenpeace Somalia during targeted six-month period and with the base of their shared contents number.

As can be seen in table 8 Greenpeace Canada environmental sustainability and environmental pollution related issues or activities (%73, 30) have the highest

share rate. Some of those issues are “climate change” (% 21, 11),” protection of nature” (% 11.51), “protection of oceans” (% 11.01), “life of animals in nature”(% 6, 77), “plastic pollution” (% 9, 67), “stop using fossil fuel”(% 9, 18), “extreme weather events” (% 2,40), “environmental self-advertisement”(% 2,40), “wildfires” (% 2,40) , “environmental special day” (% 0, 77), “environmental event” (% 1,27) and there is related tweet regarding reforestation or waste dumping code.



Table 18. Country-specific Themes shared by the NGO Greenpeace in the X (formerly Twitter) Platform

Post Contents	Canada		Türkiye		Somalia	
		%		%		%
Climate Change	299	21,11	92	20,13	6	16,2
Protection of Nature	157	11.51	68	14,87	6	16,2
Protection of Oceans And Seas	156	11.01	3	0,65	-	-
Life of Animals in Nature	96	6,77	3	0,65	1	2,27
Plastic Pollution	137	9,67	21	4,59	-	-
Extreme Weather Events	34	2,40	21	4,59	-	-
Wildfires	20	1,41	9	1,96	-	-
Air Pollution	8	0,56	2	0,43	-	-
Stop Using Fossil Fuels	130	9,18	50	12,01	4	10,81
Climate Compensation From Fossil Fuel Industry	62	4,37	-	-	-	-
Tax Against Fossil Fuel Industry	2	0,14	-	-	-	-
Financial Support to Fossil Fuel Industry	60	4,23	-	-	-	-
Deforestation	3	0,21	-	-	-	-
Reforestation	-	-	-	-	7	18,91
Waste Dumping	-	-	28	6,12	-	-
Total	1,416	100	457	100	37	100

Table 18. Continued

Post Content	Canada		Türkiye		Somalia	
Safe Public Transportation	-	-	5	% 1,09	-	-
Reasonable Priced Transportation	2	% 0,14	9	% 1,96	-	-
Carbon Footprint of Vehicles	12	% 0,84	-	-	-	-
Indigenous Rights	51	% 3,60	-	-	-	-
Women Rights	3	% 0,21	-	-	1	% 2,27
Environmental Special Day Celebration	11	% 0,77	8	% 1,75	-	-
Social Special Day Celebration	12	% 0,84	3	% 0,65	-	-
Environmental Event Advertisement	18	% 1,27	8	% 1,75	5	% 13,51
Social Event Advertisement	4	% 0,28	8	% 1,75	1	% 2,27
Environmental Self-Advertisement	34	% 2,40	8	% 1,75	5	% 13,51
Social Self-Advertisement	24	% 1,69	18	% 3,93	-	-
Plant Based Diet	14	% 0,98	-	-	-	-
Proper Urbanization	-	-	31	% 6,78	-	-
Total	1,416	% 100	457	% 100	37	% 100

Table 18. Continued

Post Contents	Canada		Türkiye		Somalia	
Misinformation Sharing	9	%0,63	-	-	-	-
Financial Support	-	-	-	-	1	% 2,27
Sustainable Food System	2	% 0, 14	-		-	-
Health Risk in Waste Management	-	-	1	% 0.21	-	
Increasing Social Interaction	49	% 3,46	2	% 0, 43	-	-
Information Sharing	5	% 0,35	3	% 0,65	-	-
Sign of Green And Fair Transition	2	%0,14	56	%12,25	-	-
Total	1.416	%100	457	%100	37	%100

Moreover, in Greenpeace Canada social sustainability comes in second place (%21, 18) when all tweets are analyzed. Related contents are “Indigenous rights “(% 3, 60), “information sharing” (% 0, 35), “misinformation sharing” (% 0, 63), “plant based diet” (% 0, 98), “women rights” (% 0, 77) , “social self-advertisement” (% 1,69), “social special day” (% 0, 84), “social event “(% 0,28) and there is no tweets regarding the safe transportation code.

Furthermore, related to economic sustainability it has the least amount of tweets (%5, 50). Those tweets related to the” climate compensation from fossil fuel industry” (% 4, 37), “financial support fossil fuel industry” (% 4, 23) and “tax against fossil fuel industry” has the least sharing (% 0, 14).

On the other hand, Greenpeace Türkiye environmental sustainability and environmental pollution related issues or activities (%73, 96) have the highest share rate and this align with Greenpeace Canada. Some of those issues are “climate change”(% 20,13), “protection of nature” (%14,87), “waste dumping”(% 6,12) , “sign of Green And Fair Transition”(%12,25) ,”protection of oceans”

(%0,65), “life of animals in nature” (%0,65), “plastic pollution” (% 4,59), “stop using fossil fuel”(% 12,01), “extreme weather events”(% 4,59) , “environmental self-advertisement”(% 1,75), “wildfires”(% 1,96), “environmental special day”(% 1, 75), “environmental event”(% 1, 75) and there is related tweet regarding deforestation or reforestation code.

Furthermore, in Greenpeace Türkiye social sustainability comes in second place (%23, 19) as well when all tweets are analyzed, “safe public transportation” (% 1,09), “proper urbanization”(% 6,78), “information sharing” (% 0, 65), “social self-advertisement” (% 3,93), “social special day” (%0, 65), “social event” (% 1,75) . There are no shared related tweets to the misinformation sharing, “Indigenous rights”, “plant-based diet” and “women rights”.

What’s more, related to economic sustainability it has the least amount of tweets (%2, 84). Those tweets related to the reasonable “priced transportation” (% 1, 96). There are no tweets focusing on “climate compensation from fossil fuel industry”, “financial support to fossil fuel industry” and finally “tax against fossil fuel industry”.

Lastly, after analyzing of tweets Greenpeace Somalia environmental sustainability and environmental pollution related issues or activities (%91, 89) have the highest share rate and this align with Greenpeace Canada and Türkiye. Some of those issues are “climate change” (%16, 2), “protection of nature” (%16, 2), “life animals in the nature” (% 2, 27), “stop using fossil fuel” (% 10, 81), “reforestation” (% 18, 91), “environmental event” (% 13, 51). Also, there are no related tweets regarding “waste dumping”, “air pollution”, “sign of green and fair transition”, “protection of oceans”, “life of animals in nature”, “plastic pollution”, “extreme weather events” and “wildfires” codes.

Greenpeace Somalia’s shared tweet rate that related to social sustainability is %5, 40. “Women rights” (% 2, 27), “social event advertisement” (% 2, 27) and “environmental self-advertisement” (% 13, 51) are related posts that belongs to this dimension. There are no tweets regarding, “plant-based diet”, “proper

urbanization”, “safe public transportation”, “Indigenous rights”, “information sharing”, “increasing social interaction” and “misinformation sharing”.

Greenpeace Somalia’s shared tweet rate that related to social sustainability is %2, 70. “Financial support” is the only code that belongs to this dimension. There are no tweets regarding, “climate compensation from fossil fuel industry”, “financial support to fossil fuel industry” and finally “tax against fossil fuel industry”.

In brief all chosen organizations mostly share the same topics i.e. climate change, stop using fossil fuels, self-advertisement and considering these environmental issues come first followed by social and lastly economic in all three chosen organizations during the six-month period. In addition to that it could be said that Greenpeace Canada uses it more frequently and efficiently followed by Greenpeace Türkiye and lastly Greenpeace Somalia.

In brief, this section focused on all three organizations six-month tweets, in the next chapter each country will be examined individually, objectively and in detail.

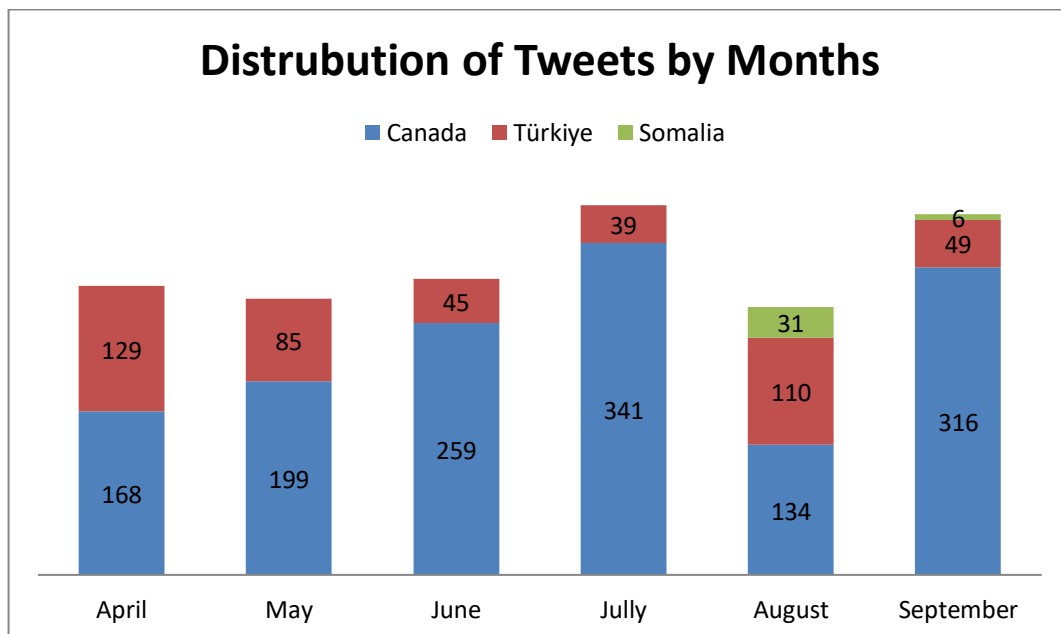


Figure 5. Distribution of Tweets by Months

In brief, after the initial analysis of the tweets it is found that content share could differ according to the month. Furthermore, Greenpeace Canada shared most tweets in July (% 24, 08) while Greenpeace Türkiye shared most tweets in April (28, 22) and lastly Greenpeace Somalia shared most tweets in August (83, 78). On the other hands Canada shared least tweets in August (% 9, 46) while Greenpeace Türkiye shared least tweets in July (8, 53) and lastly Greenpeace Somalia did not share any tweets in April, May, June, and July.



5.7. Country-specific Themes shared by the NGO Greenpeace in the X (formerly Twitter) Platform

5.7.1. Themes in X (formerly Twitter) Platform Shared by Greenpeace Canada

Table 19. Themes in X (formerly Twitter) Platform Shared by Greenpeace Canada

Post Contents	Canada	
Climate Change	299	% 21,11
Protection of Nature	157	% 11.51
Protection of Oceans And Seas	156	% 11.01
Life of Animals in Nature	96	% 6,77
Plastic Pollution	137	% 9,67
Extreme Weather Events	34	% 2,40
Wildfires	20	% 1,41
Air Pollution	8	% 0,56
Stop Using Fossil Fuels	130	% 9,18
Climate Compensation From Fossil Fuel Industry	62	% 4,37
Tax Against Fossil Fuel Industry	2	% 0,14
Financial Support to Fossil Fuel Industry	60	% 4,23
Deforestation	3	%0,21
Reforestation	-	-
Waste Dumping	-	-
Sign of Green And Fair Transition	2	%0, 14
Proper Urbanization	-	-
Safe Public Transportation	-	-
Reasonable Priced Transportation	2	% 0, 14
Carbon Footprint of Vehicles	12	% 0, 84
Indigenous Rights	51	% 3,60
Women Rights	3	% 0, 21
Environmental Special Day Celebration	11	% 0, 77
Social Special Day Celebration	12	% 0, 84
Environmental Event Advertisement	18	% 1,27
Total	1,416	%100

Table 19. Continued

Post Content	Canada	
Environmental Self-Advertisement	34	% 2,40
Social Self-Advertisement	24	% 1,69
Plant Based Diet	14	% 0,98
Increasing Social Interaction	49	% 3,46
Information Sharing	5	% 0,35
Misinformation Sharing	9	%0,63
Financial Support	-	-
Sustainable Food System	2	% 0, 14
Health Risk in Waste Management	-	-
Social Event Advertisement	4	% 0,28
Total	1,416	% 100

Greenpeace Canada shared 1.416 tweets during this period. Data analysis of themes in the X platform shared by Greenpeace Canada can be seen in Appendix A. In the initial research it is found that Greenpeace Canada posted topics most related to environment dimension with 1,038(%73, 30), second most posted topics are related to the social dimension with 300(%21,18) and finally third most posted topics are related to the economic dimension with 78 %5,50. Furthermore, data analysis sheet have been already shared and now tweets will be analyzed in detail and objectively.

Firstly, during analysis of the tweets it is found that Greenpeace Canada shared tweets on “climate change” the most. Greenpeace Canada shared 1,416 tweets and 299 related to this topic. Those tweets principally focused on the Paris Agreement and its one of the targets of 1.5°C and decreasing carbon emissions, effect of sand tars on climate pollution and change, record breaking heat in world i.e. China, India, Bangladesh, and Thailand due to climate change, Attribution Science which is comparatively new field of research studies on climate change and extreme weather events along with human’s effect on them and claimed the links between fossil fuel emissions and extreme weather and climate events. Furthermore, relations between queer comminutes and sustainable future, risk of

rising sea level in some cities i.e. New York, Bangkok, climate crisis effects on human health via bad air quality, link between climate crisis and wildfires Protest in China for climate crisis, climate change contribution to extreme weather events such as floods and heavy rainfall, lawsuit appeal for receive an answer for reasons of climate change, article on Antarctic Sea ice extent and its causes, rising temperature of oceans due to global boiling, climate change impact on mental health, ice meltdown Greenland, super storms due to climate change, young people's lawsuits against countries for failing act on climate, climate change and harmful effects on nature and need for renewable energy resources, climate change impact on pregnant women and their babies, link between food crisis and climate change, benefits of activism. Also, there were many petitions to be signed by followers such as petition to demanding a windfall tax on fossil fuel companies and petitions for planet is on fire it's time for bold climate action.

Greenpeace Canada shared 1,416 tweets and 157(% 11, 51) related to "protection of nature". Related to this topic there tweets regarding importance of wildflowers to biodiversity petition for protecting biodiversity in Canada, tips for gardening, dismissing of lawsuit against Greenpeace in USA by Resolute Forest Products, news on an oil companies oil spillage and effects to the environment, Doug Ford who is present premier of Ontario should stop destruction of the Greenbelt that an area of open land around a city, on which building is restricted from Ford which is motor company, tagging president of Canada Justin Trudeau which main aim is pressurize him for abide his claims before he was elected related to environmental issues, petition for protecting biodiversity in Canada, importance of forests to humans, harms of palm oil to the nature, call on Canada to pass a strong nature protection law, petitions for protecting forests and exposing the logging giant taking over forests across Canada.

Greenpeace Canada shared 1,416 tweets and 156 (% 11, 01) related to "protection of oceans". Related to this topic there were tweets regarding deep sea mining which is the extraction of minerals from the ocean floor found at depths of 200 meters and some researchers (Mestre, Rocha, Canals, Cardoso, Danovaro, Dell'Anno and Bebianno, 2017, Washburn, Turner, Durden, JonesWeaver and Van Dover, 2019) claim that deep sea mining has irreversible negative effects to the

marine biodiversity thus in this code they share much news i.e. the International Seabed Authority meeting has ended, however, governments did not reach an agreement and use of aquatic animals i.e. Lion's Mane Jellyfish related to deep sea mining and its effects to the marine biodiversity for increasing public awareness to the topic, demand on global ocean treaty for protecting it from deep sea mining, new global treaty on oceans adopted by the UN, petition against deep sea mining before it starts, the International Seabed Authority meeting on deep sea mining potential harm to marine life, thank you note to Jason Momoa who is an actor for opposition to deep sea mining, protection of rivers for its animal habitat just like oceans or seas.

Greenpeace Canada shared 1,416 tweets and 96(6, 77) related to “life animals in nature”. In this code tweets were mainly focused on bees. There many tweets shared related to petition for “saving the bees” and ban of bee killing pesticides. Thus, plenty tweets shared for appreciation of bees and their contribution to the food system. In addition, information on No Mow May which is a campaign urging garden owners and city managers responsible for green spaces not to mow during May seeing those flowers like dandelions great food sources for pollinators, replacing snail from roads to safer place. Also, there was a tweet related to the suspension of annual whale hunt in Iceland.

Greenpeace Canada shared 1,416 tweets and 137(9, 67) related to “plastic pollution”. Tweets related to this code were focused on the sign of “Global Plastic Treaty”, ban of single used plastics, harm of plastic to the wildlife, human health, and micro plastic's potential harm on human health. Also, there was announcement of banning of 6 pack rings in Canada, recycled plastic harm to environment and human health. In addition, there were petitions on the topic such as, petition for support a global plastics treaty against plastic pollution, petition for expanding the ban on single-use plastics and petition for supporting a national reuse and refill strategy.

Greenpeace Canada shared 1,416 tweets and 34(2, 40) related to “extreme weather events”. Tweets related to this code were focused on news on extreme weather events in the world such as flood in New York due to heavy

rainfall. Also, other posts included extreme heat and rise of ocean temperature and possible effects on environment.

Greenpeace Canada shared 1,416 tweets and 20(1, 41) related to “wildfires” and all of them related to news and information on recent wildfires in Canada or in the world i.e. Greece wildfires in August and its effect on humans.

Another code is “air pollution” there were 8(0, 56) related to it and they were on bad air quality effects on human health, possibility of shortening human life due to air pollution and petition for creating protection zone against air pollution.

Greenpeace Canada shared 1,416 tweets and 130 (% 9, 18) related to “stop using fossil fuels”. Tweets related to this code were focused on impact of fossil fuel industry on environment, greenwashing which is marketing attempt to convince citizens for company’s product environmentally friendly and there is no harm to the environment, study on link between corporate emissions and wildfires, petition for defunding fossil fuels and asking Member of Parliament to regulate fossil banks, petition for telling Canada’s major banks to break up with fossil fuels , petition for calling out the banks and contamination caused by Imperial Oil, petitions for holding big polluters accountable for climate disasters.

Another code is “climate compensation from fossil fuel industry” there were 62(% 4, 37) related to it and they were on petition for demanding a windfall tax on fossil fuel companies big oil is fueling the cost of living crisis, demand for a windfall tax on fossil fuel industry seeing that there could be a link between fossil fuel industry and climate change, petition for demanding a windfall tax on fossil fuel companies, petition for holding big polluters accountable for climate disasters and make fossil fuel companies pay.

Greenpeace Canada shared 1,416 tweets and 60 (% 4, 23) related to “financial support the fossil fuel industry”. Tweets related to this code were focused on financial support of banks and insurance companies to the fossil fuel industry, protest of bank for funding oil companies and need for regulation to investigate banks financial support to fossil fuel industry.

Another code is “carbon footprint of vehicles” there were 12(% 0,84) related to it and they were on ban of private jets and their adverse impact on environment and air pollution.

Other code is “Indigenous Rights”, there were 51(% 3,60) related to it and they were on Indigenous people who are three different groups of Aboriginal people Indians (First Nations), Inuit and Métis and they have distinct histories, languages, cultural practices, and spiritual beliefs. In this code there were posts related to Indigenous people’s land rights, protest for toxic tailings leak at Indigenous lands, royal bank of Canada segregates indigenous environmental justice leaders from general meeting, importance of focusing on environmental racism, protection of Indigenous lands, importance of reading Truth and Reconciliation Commission report and learn from it, encouragement for learning about history of Indigenous communities in Canada, learning true meaning of Truth and Reconciliation Day, Indigenous Land Rights under threat of fossil fuel company, there is requirement for protection of Indigenous land right by law, petition regarding truth and reconciliation commission report implementation.

Another code is “women rights” there were 3 (% 0,21) related to it and they mostly focus on eco-feminist which is intersection of feminism and environmental movement resistance movements in the Global South and appreciation to African women to their achievements for climate change, 6 African women and contribute to the climate conversation.

Greenpeace Canada shared 1,416 tweets and 11(% 0,77) related to “environmental special day celebration”. Tweets related to this code were focused on Earth Day which is celebration the achievements accomplished by environmental movement and aim to raise awareness of the imminent necessity to protection of Earth’s natural resources for future generations, Earth Overshoot Day which is on August 2nd marks the date when humanity's demand for ecological resources in each year exceeds the amount the world can reproduce in a year, National Forest Week.

Another code is “social special day celebration” there were 12 (% 0,84) related to it and they mostly focus on Pride Month which is celebration of LGBTQ+, and link between queer culture and climate justice, Orange Shirt Day / National Day for Truth and Reconciliation which is related to Indigenous people and their rights, World Peace Day for environment.

Greenpeace Canada shared 1,416 tweets and 18(% 1, 27) related to “environmental event advertisement”. Tweets related to this code were focused on a panel of young people on climate change and information on date, announcement of annual photo competition of Greenpeace and its theme, announcement for Global Climate Strike.

Another code is “social event advertisement” there were 4 (% 0, 28) related to it and they mostly focus on announcement of Indigenous Land Defenders and allies in the March for the Land.

Another code is “environmental self-advertisement” there were 34 (% 2, 40) related to it and they mostly focus on new information lawsuit against Greenpeace France by an oil company, many petitions to signed by citizens and followers if it desired, tips for how to plant a vegetable or legumes, tips for seed starting for gardens, meeting for biodiversity, collection of stories of activist recent wins such as lawsuits against states and fossil fuel companies, examples of activities Greenpeace made in paste years for social and environmental change, blog post on fossil fuel companies green washing, blog post about good climate and human rights news all around the world.

Other code is “social self-advertisement” there were 24 (% 1, 69) related to it and they related to podcast advertisement on climate crisis and retweet of flowers praise of Greenpeace Canada, promotion of a handbook on climate justice and human rights, tips for managing eco anxiety from climate activist, sharing links to many petitions to sign and donation from volunteers, documentary on women who works at Rainbow Warrior which is symbolic item for Greenpeace and nowadays people could attend cruise, blogpost on importance of disability justice talk in climate action along with justice, information about indigenous

people regulatory capture, blogpost about possibility of gender equality ending climate crisis.

Another code is “plant-based diet” there were 14 (0, 98) related to it and they mostly focus on and promotion of meatless Monday for lowering environmental impact of meat industry and decreasing meat consumption, blog post related to making vegan honey from dandelions, plant based diet benefits to the climate change and environmental sustainability and meat and dairy industries impact on environment.

Greenpeace Canada shared 1,416 tweets and 49(3, 46) related to “increasing social interaction”. Tweets related to this code were focused on related to the food priced increase, dismissing of a lawsuit, petition for taking action: Canada tuning away refugees to danger and death, investigation related greenwashing by government, call to CBC for hosting CEO of one of the Pathways Alliance oil companies who greenwashed audience however later on government started an investigation regarding their actions and Greenpeace Canada asks to CBC to let it participate to the show, reminding people to vote in the election, sharing news on Nordic activist’s blockage of a toxic oil waste carrying ship which was going to the Denmark, new electric car promotion, public concern in Africa related to the climate chaos, protest in rugby tournament for sponsors of the Rugby World Cup that Total Energies’ an oil company, poverty reports cards in Canada, sharing numbers of strikes that happened in the world in a week.

Other code is “information sharing” there were 5 (0, 35) related to it and they related to exhibition on forest, protest for public fossil financing.

Another code is “misinformation sharing” there were 9 (0, 63) related to it and they focus on dangers of false information regarding climate, incorrect use of words and language in regarding climate change and sustainability.

Another code is “sustainable food system” there were 2 (0, 14) related to it and they focus criticism on current food system in conjunction to this building a new and sustainable agriculture system based on community, how to rectify current food system.

Other code is “tax against fossil fuel industry” there were 2 (% 0, 14) related to it and they focus on demand of a new tax which should pay from fossil fuel industry for damage they caused for the environment and indirectly human lives.

In brief, after analyzing all tweets, it could be said that Greenpeace Canada shares tweets mostly focus on environmental issues such as climate change or wildfires. Also, it relentlessly targets fossil fuel companies such as Exxen Mobil which is an oil company. Furthermore, there are many tweets related to current news locally or internationally. It could be declared that it is adaptable the current events or activities that are happening either in Canada or any other country. It also shows support to other Greenpeace countries such as during “Clean Coal Summit” Greenpeace Türkiye protest the event and Greenpeace Canada showed its support the protest. Furthermore, it also found that it asks to sign petitions which related to various topics from its followers and other concerned citizens.

5.7.2. Themes in X (formerly Twitter) Platform Shared by Greenpeace Türkiye

Table 20. Themes in X (formerly Twitter) Platform Shared by Greenpeace Türkiye

Post Contents	Türkiye	
Climate Change	92	% 20,13
Protection of Nature	68	% 14,87
Protection of Oceans And Seas	3	% 0,65
Life of Animals in Nature	3	% 0,65
Plastic Pollution	21	% 4,59
Extreme Weather Events	21	% 4,59
Wildfires	9	% 1,96
Air Pollution	2	% 0,43
Stop Using Fossil Fuels	50	% 12,01
Climate Compensation From Fossil Fuel Industry	-	-
Tax Against Fossil Fuel Industry	-	-
Financial Support to Fossil Fuel Industry	-	-
Deforestation	-	-
Reforestation	-	-
Waste Dumping	28	% 6,12
Sign of Green And Fair Transition	56	% 12,25
Proper Urbanization	31	% 6,78
Safe Transportation	5	% 1,09
Reasonable Priced Transportation	9	% 1,96
Carbon Footprint of Vehicles	-	-
Indigenous Rights	-	-
Women Rights	-	-
Environmental Special Day Celebration	8	% 1,75
Social Special Day Celebration	3	% 0,65
Total	457	% 100

Table 20. Continued

Post Content	Türkiye	
Social Event Advertisement	8	% 1,75
Environmental Self-Advertisement	8	% 1,75
Social Self-Advertisement	18	% 3,93
Increasing Social Interaction	2	%0,43
Information Sharing	3	% 0,65
Health Risks in Waste Management	1	% 0.21
Environmental Event Advertisement	8	% 1,75
Total	457	% 100

Greenpeace Türkiye shared 457 tweets during this period. Data analysis of themes in the X platform shared by Greenpeace Türkiye can be seen in Appendix B. In the initial research it is found that Greenpeace Türkiye posted topics most related to environment dimension with 338(%73, 96), second most posted topics are related to the social dimension with 106(%23,19) and finally third most posted topics are related to the economic dimension with 13 (%2,84). Furthermore, data analysis sheet have already been shared and now tweets will be analyzed in detail and objectively.

Firstly, during analysis of the tweets it is found that Greenpeace Türkiye shared tweets on “climate change” the most. Greenpeace Türkiye shared 457 tweets and 92(20,13) related to this topic. Those tweets related to importance of climate action plan in local and regional level to agriculture and energy sector, droughts, and wildfire due to it, drought map of Türkiye of 2013 shared by General Directorate of Meteorology, call for policy makers to precautions against extreme weather events in the earthquake region, many extreme weather events occurring i.e. droughts, floods due to climate crisis, increase of global temperature, natural disaster effects on human lives, floods in the cities caused by it, energy policies contribute amplify the climate crisis, Montana's teens victory against Montana government for climate change, hydro-climatological disasters and its effects, petition for climate, extreme heat above temperature norms, irregular rains, and rainfall due to climate change, natural disaster in Slovenia due to climate crisis,

petition for stopping human made climate change and natural disasters, according to a research human made climate change causes rainfall to be more potent, petition for climate crisis, irregular rains due to climate crisis, negative effects of car industry on climate, extreme heat above temperature norms.

Greenpeace Türkiye shared 457 tweets and 68(% 14, 87) related to “protection of nature”. Related to this topic there were tweets regarding information on opening of Akkuyu Nuclear Power plant on anniversary of the Chernobyl disaster, opposition of nuclear power, survey for clean water without toxic waste, protection of national parks according to the UN regulations, irreversible effects of cyanide pools due to mining on the nature, petition against unsupervised waste dumping, importance of renewable energy to the environment, protection of biodiversity in forests, oceans, and lands, invite voters to vote for the nature in the election, importance of protecting olive groves and its financial benefits on people, support for Akbelen resistant that its main aim is to protect olive trees and the forest from lumbering activities, Limak holding operates the building of thermal power plant, support to women and girls in Akbelen resistant and collaboration between Greenpeace Türkiye and Çan Environment Association for defending citizen’s clean air rights for four years, petition for clean air in Çan which signed by Clean Air Heroes for Çan.

Greenpeace Türkiye shared 457 tweets and 3(% 0,68) related to “protection of oceans”. Related to this topic there were tweets regarding, post regarding mucilage due to Ergene deep discharge, reminder of "Water Pollution Control Regulation" that declare discharge into the Marmara Sea should not be done under any circumstances.

It shared 457 tweets and 3(% 0,63) related to “life animals in nature”. In this code tweets were mainly on significant and interesting knowledge regarding bees along with plastic pollution deadly effect on birds and nestlings.

It shared 457 tweets and 21(% 4,59) related to “plastic pollution”. Tweets related to this code were focused on need for Global Plastic agreement to stop plastic production and regulate toxic chemicals, some researches (Shershneva,

2021, Tayeh, Almeshal, Magbool, Alabduljabbar and Alyousef, 2021) show that recycled plastic can become more toxic so in order to reduce plastic waste plastic production should decrease, single plastic should be banned seeing that it has potential to damage environment, plastic pollution in soil, petition to ban of single use plastic, demand for Global Plastic agreement to stop plastic production and regulate toxic chemicals, plastic pollution effects on human health.

It shared 457 tweets and 21(4,59%) related to “extreme weather events”. Tweets related to this code were focused on effects of El Niño that is a global ocean atmosphere phenomenon on extreme weather events, people lost their lives in Congo due to the flood, many extreme weather different events in the world, extreme heat news from Türkiye, news on extreme weather events in the world such as flood in Libya that caused people lost their lives, heavy rainfall in Greece along with adverse impact on citizens and rising number of floods in Türkiye.

It shared 457 tweets and 1(1,96%) related to “wildfires” and all of them related to news and information on recent wildfires in the world, wildfires in Canada and one of the posts was in English, mega wildfires due to climate change, petition for climate change and wildfires, wildfires due to droughts, wildfire in Türkiye (Çanakkale) and its effects on people and nature.

Another code is “air pollution” there were 2(0,43%) related to petition for creating protection zone against air pollution, air pollution due to fossil fuel industry caused casualties.

It shared 457 tweets and 50(12,21%) related to “stop using fossil fuels”. Tweets related to this code were focused on information on coal usage in Türkiye, coal negative effects on human health, opposition against clean coal and it should be mentioned that it was one of the few tweets that were in English, opposition to nuclear plant power, information on coal negative effects on human health, survey about best candidate for reducing carbon emission, petition for climate crisis, all governments who fuel the fossil fuel industry in the world should work in conjunction for climate crisis, report on fossil fuel using companies and their plan to keep it on, petition to stop using fossil fuels, petition to reach demand to government commissioners about fossil fuel using companies, explaining usage of

fossil fuel is not compulsory by using Rugby sport in order to gain more attention from followers, fossil fuel user companies and fossil fuel effects on climate and earth.

Another code is “waste dumping” there were 28(% 6,12) related to it and they were on waste dumping after a magnitude 7.8 earthquake in Kahramanmaraş and effected many provinces and after the rescue mission earthquake victim wreck removal started however there was controversy regarding wreck or waste dumping and this code is related to this topic. Many shared tweets involve where the dump side should be according to the regulations and where they dumped which is close to the agricultural fields, water or dams, tent cities and settlements. It also involves tweets regarding potential harms on human health of waste dumping close settlements and petition for more supervised waste dumping process, waste dumping areas and potential hazard to human health and environment, waste dumping areas being close to the tent cities, agricultural fields along with stream bed and potential hazard to human health and environment.

It shared 457 tweets and 56(% 12,25) related to “Sign of Green and Fair Transition”. Tweets related to this code were focused Green and Fair Transition combines environmental sustainability, climate justice, protection of biodiversity, resistant and safe urbanization with social and economic justice. Related to this code there were post regarding mainly sign of it by people and retweeting by the organization and asking citizens to sign it for protection of nature or social justice, mainly organization asked citizens to sign it for protection of nature or social justice.

Another code is “safe transportation” there were 5(% 1,09) related to it and they were on regarding survey results on women’s adverse experiences in public transportations during some hours of the day, along with that another research shows that made all around the world show that difficulties experience by women who use transportation at night (Plyushteva and Boussauw, 2020), right of using bikes in cities safely, disable people's right use public transportation and difficulties they faced.

Other code is “proper urbanization”, there were 31(% 6,78) related to it and they were on survey for showing citizens dream city, survey for socially and economically fair cities, importance of building resilient cities against natural disasters, survey for survey for urban justice and LGBTQ+ rights, survey for socially and economically fair cities, importance of building resilient cities against natural disasters, significance of green areas in municipalities, survey for one’s personal idea about fair urbanization, petition for urban justice, survey on housing and urban justice in cities, housing problems in cities increase of rent prices and survey for urban justice and clean energy policies and unplanned urbanization and effects on floods.

Another code is “reasonable priced transportation” there were 9(% 1,96) related to it and they mostly focus on revising transportation policies for social equality, accessible public transportation to reduce carbon emission and decrease of public transportation fee to use by vast majority of people and high price of public transportation.

It shared 457 tweets and 8(% 1,75) related to “environmental special day celebration”. Tweets related to this code were focused on Earth Day which is celebration the achievements accomplished by environmental movement and aim to raise awareness of the imminent necessity to protection of Earth’s natural resources for future generations, “Clean Air Day” for pollution free air, Earth Overshoot Day is the day people start consuming more resources than the planet can renew in a year on August 2nd, World Ocean Day and importance of oceans, Global Environment Day and theme of this year was fighting against plastic.

Another code is “social special day celebration” there were 3(% 0, 65) related to it and they mostly focus on Importance of May 1 which is International Workers Day for people.

It shared 457 tweets and 8(% 1, 75) related to “environmental event advertisement”. Tweets related to this code were focused on attendance and protest of Clean Coal Technologies Summit, climate act and finally small gathering for

people who lost their lives in 06. 02.2023 earthquake, meeting in Kadıköy for environment festival, advertisement of a debate on climate.

Another code is “social event advertisement” there were 8 (% 1,75) related to it and they mostly focus on advertisement of meeting for May 1, which is International Workers Day in Maltepe, meeting whereabouts of green fair transmission before election.

Another code is “environmental self-advertisement” there were 8 (% 1,75) related to it and they mostly focus on blog post why people start to act today for climate just and reducing its harms, application to CIMER related to concern on waste dumping areas and possible adverse effects to the environment and human health, blog post on why coal cannot be clean, petition for not let other disasters arise from the debris.

Another code is “social self-advertisement” there were 18 (% 3,93) related to it and they related to information about their new office address in Kadıköy, also allusive comments on current issues i.e. issues between landlord and tenant, social norms on women’s night outs, form for join them for election campaign, condolence for people who died Isias hotel during earthquake, petition so that there would not be other disasters, many petitions to sign by volunteers, post on 38 anniversary of bombing of Rainbow Warrior in New Zealand, allusive comment on commitment did not come to life i.e. common use of renewable energy, explaining their agenda, meaning of Greenpeace day which is first campaign in Alaska against nuclear bomb testing in ship called Rainbow Warrior and blog post about public transportation.

It shared 457 tweets and 2(% 0,43) related to “increasing social interaction”. Tweets related to this code were focused on respond of a minister tweet on extreme heat and asking for solutions to climate crisis, petition for creating protection zone against air pollution, issues regarding housing and uncertainty to their durability against natural disasters.

Other code is “information sharing” there were 3 (% 0,65) related to it and they related to Statistical information about rising numbers of floods in Türkiye, crucial information about Akkuyu Nuclear Power Plant whereabouts.

Another code is “health risk in waste management” there were 1 (% 0, 21) related to it and focused on concerns regarding workers health in waste management.

In brief, after analyzing all tweets, it could be said that it shares tweets mostly focus on environmental issues such as climate change or wildfires however there some social issues such as urbanization or public transportation. Furthermore, there are many tweets related to current news locally or internationally. It could be declared that it is adaptable to the current events or activities that are happening either in Türkiye or any other country. It also shows support to other Greenpeace countries such as during wildfires in Canada it has shown its support and posts a tweet in English. Furthermore, it also found that it asks followers to attend survey or fill forms which related to various topics from its followers and other concern citizens along with it asks followers to attend survey or fill forms.

5.7.3. Themes in X (formerly Twitter) Platform Shared by Greenpeace Somalia

Table 21. Themes in X (formerly Twitter) Platform Shared by Greenpeace Somalia

Post Contents	Somalia	
Climate Change	6	% 16,2
Protection of Nature	6	% 16,2
Protection of Oceans And Seas	-	-
Life of Animals in Nature	1	% 2,27
Plastic Pollution	-	-
Extreme Weather Events	-	-
Wildfires	-	-
Air Pollution	-	-
Stop Using Fossil Fuels	4	% 10,81
Climate Compensation From Fossil Fuel Industry	-	-
Tax Against Fossil Fuel Industry	-	-
Financial Support to Fossil Fuel Industry	-	-
Deforestation	-	-
Reforestation	7	% 18,91
Waste Dumping	-	-
Sign of Green And Fair Transition	-	-
Proper Urbanization	-	-
Safe Transportation	-	-
Reasonable Priced Transportation	-	-
Carbon Footprint of Vehicles	-	-
Women Rights	1	% 2,27
Environmental Special Day Celebration	-	-
Social Special Day Celebration	-	-
Environmental Event Advertisement	5	% 13,51
Social Event Advertisement	1	% 2,27
Environmental Self-Advertisement	5	% 13,51
Social Self-Advertisement	-	-
Total	37	% 100

Table 21. Continued

Post Content	Somalia	
Plant Based Diet	-	-
Increasing Social Interaction	-	-
Information Sharing	-	-
Misinformation Sharing	-	-
Financial Support	1	% 2,27
Total	37	%100

The Greenpeace Somalia has chosen as underdeveloped country. Data analysis of themes in the X platform shared by Greenpeace Somalia can be seen in Appendix C. During the six months course of the research which is between 01.04.2023 30.09.2023, it is found that it shares the third most tweets among three countries. Greenpeace Somalia shared solely 37 tweets during this period of time. In the initial research it is found that Greenpeace Somalia posted topics most related to environment dimension with 34(%91, 89) second most posted topics are related to the social dimension with 2(%5, 40) and finally third most posted topics are related to the economic dimension with 1 (2, 70). During the initial analysis it is found that Greenpeace Somalia solely shared tweets in two months which are August and September. Even in these two months tweets were not distributed equally 31 tweets out of 37 shared in August and solely 6 tweets shared in September. Furthermore, data analysis sheet have already been shared and now tweets will be analyzed in detail and objectively.

Greenpeace Somalia's shared tweets related to "climate change" are % 16, 2. Related to this code there were posts regarding wildfires caused by climate change, effects of global temperature heat on coral reefs, extreme weather events due to climate change, regarding appreciation for all Africans and their institutions dedication for climate change.

Greenpeace Somalia's shared tweets related to "protection of nature" are % 16, 2. Related to this code there were posts regarding call for greener Somalia and plantation of many trees in area, importance of nature to the humans, importance of wetlands however it has been losing, using imaginary of birds which had taken by UNESCO for drawing attention to significance of clean beach.

Greenpeace Somalia's shared tweets related to "life of animals in nature" are %2, 27. Related to this code there was a post regarding the importance of pollinators for nature and humanity by explaining with 5 reasons.

Greenpeace Somalia's shared tweets related to "stop using fossil fuel" are % 10, 81. Related to this code there were posts regarding story about prevented oil tanker disaster in Yemen, explaining there is no need for fossil fuel usage and support for renewable energy.

Greenpeace Somalia's shared tweets related to "reforestation" are % 18, 91. Related to this code there were posts regarding need to reforestation in Somalia, guide to reforestation, information on healthy soil and soil nutrients, Global soil doctor program and learning secrets of healthy soil. Also, the only non-English tweet posted this month, and it was related to importance of reforestation in Somalia.

Greenpeace Somalia's shared tweets related to "women rights" are % 2, 27. Related to this code there was post regarding 6 African women and contribute to the climate conversation.

For "environmental event advertisement" code % 13, 51 there were posts and it was on advertisement of Africa Climate Summit, African Climate Summit of 2023 and announcement of African Leaders Nairobi Declaration on Climate Change which involve issues related economy and social life.

Greenpeace Somalia's shared tweets related to "environmental self-advertisement" are % 13, 51. Related to this code there was post regarding explaining goals of Greenpeace Somalia on nature and equality, revision of the NGOs identity to greener profile.

For “social event advertisement” code% 2, 27 there was a post, and it was on migration and human mobility and event called Igad regional migration policy framework.

For “financial support” code % 2, 27 there was a post, and it was financial support to start ups by African Development Bank Group.

To sum up Greenpeace Somalia mostly shares tweets related to event advertisement, climate change and self-advertisement.

5.8. Cross Country Comparison of the Themes in X (formerly Twitter) Platform by Greenpeace

In the research it is found that even though all three countries have different economic development, culture, geographical features their post content topics are more or less the same. Thus, it could be interpreted that Greenpeace a structure that follow by internationally which means different Greenpeace did not exercise unaided. However, topics can differ due to geographical or social issues. Also, it should be mentioned that Greenpeace reasons for choosing its topics seeing that this research only obtain secondary data it could be explicated it has set agenda for example advertisement of upcoming events, blogposts, meetings, or celebration of already known special days. Another reason is current news and natural disasters in this term Greenpeace shown to be adaptable the sudden change of the topic. An example of this could be 6 February Earthquake in Türkiye, after the earthquake there were many tweets related to the subject and even there were new topics emerge related to waste dumping. Moreover, another and most obvious reason for the of selection topic is it is an ENGO so the topics are mainly related to sustainability, climate change and its effects humans.

Moreover, during research it is found that Greenpeace Canada use X (formerly Twitter) account more frequently and effectively. It almost everyday shares a tweet and constant on the topics it shared in fact could share tweet related to the same topic multiple time a day. In the research it is found that mainly focus

on environmental issues such as climate change and adverse impact of fossil fuel industry (oil and gas). Another most mention topics are plastic pollution, saving the bees and protection of oceans from deep sea mining. Also, it makes advertisements of blogposts, podcasts, upcoming events, and meeting. Also, it continuously asks for the signature of petitions.

On the other hand, Türkiye which is a developing country uses X (formerly Twitter) little less than Greenpeace Canada thus make it second in this research. It is still using the X (formerly Twitter) however not as constant as Greenpeace Canada. However, their shared topics mostly aligned. Greenpeace Türkiye also shares mostly topics related to climate change and fossil fuel industry. As bonus to that it also shares topics on urbanization and transportation this could stem from the fact that those issues still present in it or need more regulations or improvement should be done. Greenpeace Türkiye also shares many petitions for signing from the followers and in addition it asks followers to take surveys or forms. Moreover, it also shares upcoming events, blogposts, and current news.

Lastly, Greenpeace Somalia which is an underdeveloped country became third for sharing less content during the six-month course of the research. It shared much less than other chosen institutions. Main shared topics were on climate change, fossil fuel industry, event advertisement and self-advertisement. Thus, all three countries use topics related to sustainability, environmental issues, and fossil fuel industry.

Moreover, Greenpeace Türkiye uses X (formerly Twitter) relatively frequently and methodically. There are some days that the institution did not share during the six months of research period. However, it is still use it and that's make it in second place for using social media when compared to the Greenpeace Canada. However, Greenpeace Somalia's tweet shares pattern could not be predicted. It only share tweets in two months during the research period and it makes it in the last place for content sharing when compared to two other institutions. So, it could be claimed that uses Greenpeace Somalia social media insufficiently and on an irregular bases thus the institution is losing significant

opportunity for marketing its ideologies and create awareness among citizens. However, it should be mentioned that civil war in Somalia should be taken into consideration seeing that for sustainability and clean energy policies there should be political and economic stability.

Moreover, during the analysis period it is found that Greenpeace Türkiye did not share any tweets between June 25 July 10 and other relatively major break was between July 10 July 15 apart from this break between tweets maximum three days however Greenpeace Canada almost everyday share tweet in fact shares multiple tweets a day. Lastly Greenpeace Somalia shared tweets only in two months of six-month research period so it can be said that Greenpeace Canada use X (formerly Twitter) frequently and methodically when compared to Greenpeace Türkiye and Greenpeace Somalia thus it makes the organizations uses social media effectively and efficiently.

Moreover, Greenpeace Canada and Greenpeace Türkiye share blog post and links in their accounts along with recent natural disaster news in their countries or other countries. Also, they show support among them for example, during Canadian wildfires in June Greenpeace Türkiye shared tweet in English to show support to Canada, same in the context during “Clean Coal Summit” Greenpeace show Türkiye support by sharing a tweet. Also they both shares different countries Greenpeace institutions i.e. Greenpeace Canada shared many tweets regarding protest in Norway which was stopping a ship transport toxic oil water to Denmark from Norway along with Greenpeace Türkiye shared tweets related Greenpeace activists in Germany and Poland about their protest against fossil fuel industry. Also, it is found during the research main cause of climate change is fossil fuel industry and there are many related tweets on this topic in all three organizations. That’s being said both Greenpeace Canada and Greenpeace Türkiye uttermost adaptable current local or international activities, news, and disasters. As an example of that could be the 6 February earthquake, even though earthquakes occurred before the research period there were still posts related to the natural disaster. Also, both Greenpeace Canada and Greenpeace Türkiye ask from its followers and citizens sign a petition and occasionally topics of the petitions are

tantamount. As an example of it both institutions asked for petition for banning single used plastics.

On the other hand, there are some differences among the institutions. First, difference is on fossil fuel industry while all institutions share tweets related to this topic type of fossil fuel is differ among the countries. For example, in Türkiye main fossil fuel is coal and many tweets related to coal mining, clean coal and Akbelen resistant which against to coal usage effect to environment, air pollution and human health, new coal mine in forest close to a village. Conversely, in Canada main fossil fuel type is oil and gas. There are many tweets regarding new pipeline activities, funding of oil companies, injustice in Indigenous Lands because of new oil drilling and contamination due to it.

However, this difference could stem from the fact that both countries have different geographic prosperities and Türkiye is not rich in terms of oil and gas reserves. Greenpeace Somalia share some content on fossil fuel industry however did not specify it. Moreover, another difference is Greenpeace Canada calls out banks and insurance companies for their financial support the fossil fuel companies however there was not any tweets related to that neither from Greenpeace Türkiye or Greenpeace Somalia.

Otherwise, plant based diet which claim by many scientists for being less damageable to environment only shared by Greenpeace Canada. Furthermore, both Greenpeace Canada and Greenpeace Türkiye ask from its followers and citizens sign a petition despite petition's topic might differ between the countries for example Greenpeace Canada shared many tweets regarding the petition for "saving the bees and protect food system" banning the bee-killing pesticides while Greenpeace Türkiye shared a petition called petition for "climate crisis". Besides, Greenpeace Türkiye shares more surveys that Greenpeace Canada and Greenpeace Somalia does not at all.

Also there is no tweets related to "Indigenous Rights" either in Greenpeace Türkiye or Greenpeace Somalia seeing that there are not native people live in these countries belong that specific race. Another difference is Greenpeace

Canada is much more aggressive and repetitive for making themselves heard by authorities and citizens and Greenpeace Canada tags and call out political authorities more than other institutions. However there were a few tweets shared by Greenpeace Türkiye for appealing the ministers regarding inquires on waste dumping sites after the earthquake however it is not at the identical amount or frequency as Greenpeace Canada.

What's more despite the fact there were ample tweets regarding forests and deforestation solely Greenpeace Somalia shared tweets related to reforestation and Global Soil Doctors Program.



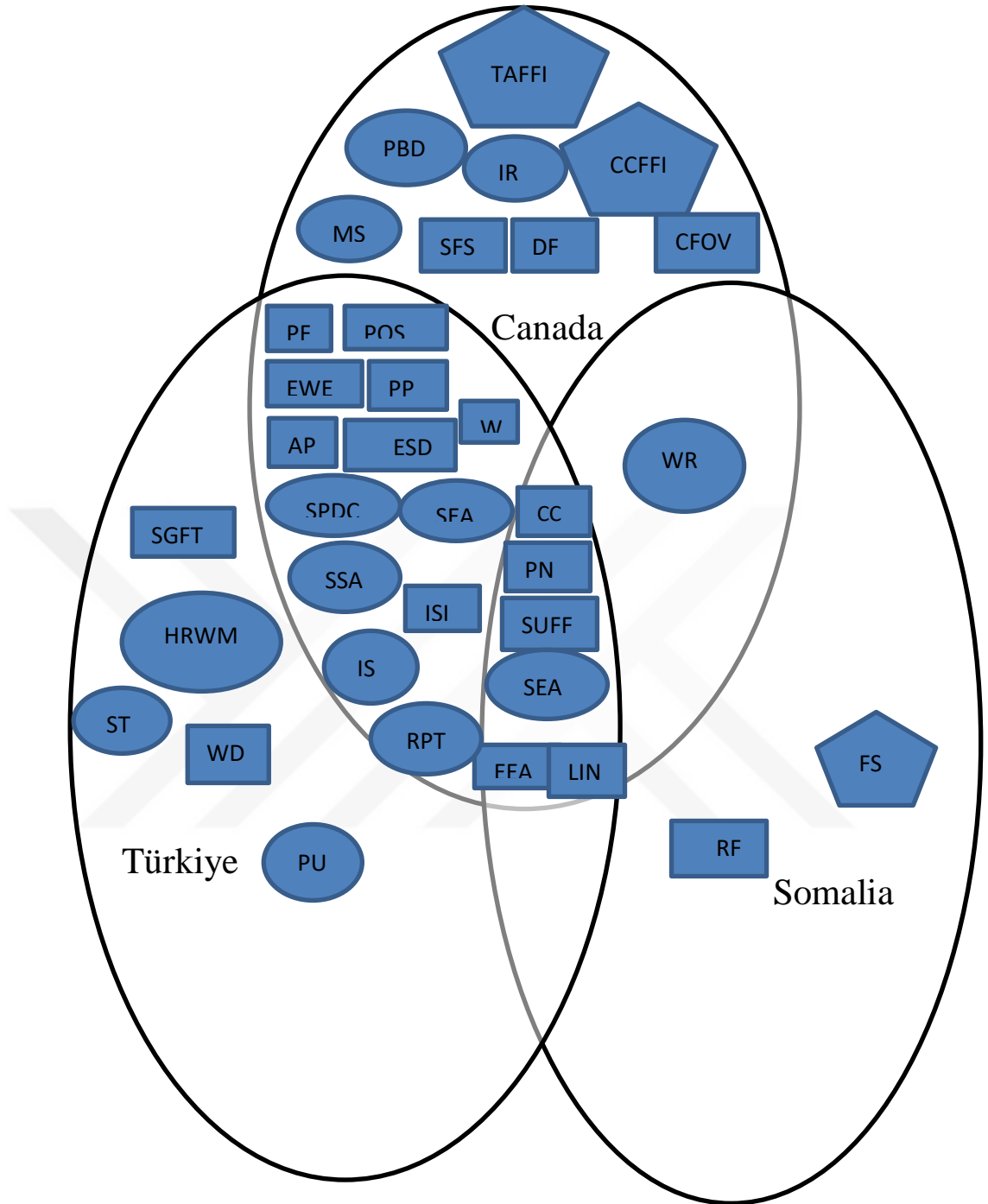





Figure 6. Conceptual Framework of the Study

The Venn Diagram, created by John Venn (Bennett, 2015), was used to explain the relationship between the dimensions of sustainability among chosen countries. In this way, which subtopics belong to which country could be seen, as could topics that overlap in all three countries or overlap in two countries. Furthermore, for understanding different dimensions of sustainability's different dimensions visualized by different figures, Moreover, subtopics that belong to the environmental dimension are represented by "  ", subtopics that belong to the social dimension are represented by "  ", and finally, subtopics that belong to the economic dimension are represented by "  ".

Furthermore, in the conceptual framework of the study, the initials of subtopics are used. Those initials and their corresponding subtopics are: CC: Climate Change PN; Protection of Nature PF; Protection of Forest W; Wildfires POS; Protection of Oceans and Seas EWE; Extreme Weather Events AP; Air Pollution PP; Plastic Pollution LIN; Life of Animals in Nature RF; Reforestation DS; Deforestation CFV; Carbon Footprint of Vehicles WR; Women Rights IR; Indigenous Rights PBD; Plant Based Diet SFS; Sustainable Food System MS; Misinformation Sharing IS; Information Sharing ISI; Increasing Social Interaction RPT; Reasonable Priced Transportation ST; Safe Transportation PU; Proper Urbanization SGFT; Sign of Green and Fair Transmission WD; Waste Dumping HRWM; Health Risks in Waste Management ESDC; Environmental Special Day Celebration SSDC; Social Special Day Celebration EEA; Environmental Event Advertisement SEA: Social Event Advertisement ESA; Environmental Self-Advertisement; SSA; Social Self-Advertisement SUFF: Stop Using Fossil Fuels TAFFI: Tax Against Fossil Fuel Industry; CCFFI: Climate Compensation from Fossil Fuel Industry; FSFFI: Financial Support to Fossil Fuel Industry; FS: Financial Support.

5.9. Discussion

Furthermore, when looking at the literature, there are numerous research studies on this topic. (Ji, Harlow, Cui and Wang, 2018; Görkemli and Demir 2021, Saatçiođlu, 2017). Also, it has been found that NGOs use social media to raise awareness and prompt people to take action on specific topics (Ji, Harlow, Cui and Wang, 2018). Also, it was found that there could be bilateral interaction if social media accounts were used correctly and effectively (Ji, Harlow, Cui and Wang, 2018). Moreover, it could be used for solely informative reasons, such as event advertisements (Görkemli and Demir, 2021). Also, it could use social media accounts to create a platform for peaceful debate and expressing different ideas (Saatçiođlu, 2017).

Thus, in this research, it was found that all three organizations use it for information sharing and raising awareness on specific topics, the same as in some other research. However, I have also found that both Greenpeace Canada and Greenpeace Türkiye use it for asking people to sign petitions or taking surveys.

Thus, in this research, it was found that all three organizations use it for information sharing and raising awareness on specific topics, the same as in some other research. All three of them are frequently used for event advertisements, self-advertisements such as blog post advertisements, contest advertisements, or recent accomplishments achieved by the organizations. However, during this research, it was found that Greenpeace did not ask directly for donations like some other institutions. However, in this research, it was found that both Greenpeace Canada and Greenpeace Türkiye use it for asking people to sign petitions or taking surveys. Petitions are a part of raising awareness on specific topics. There are many petitions signed by followers or volunteers. Greenpeace Canada focuses mostly on saving bees, the fossil fuel industry, plastic pollution, and stopping deep sea mining. Furthermore, petitions are significant for getting information from the followers and increasing interaction between the organizations and followers; thus, this is very significant for social capital theory because this information exchange can increase trust between the parties.

On the other hand, Greenpeace Türkiye focuses on the fossil fuel industry, climate change, issues related to transportation, and urbanization in the cities. However, neither of the institutions shares the results of petitions, whether they are successful or not.

Moreover, in this research, it was found that all of the organizations did not share any posts related to national holidays or religious celebrations, which aligns with social capital theory because it claims to bring people from different backgrounds, religions, and ethnicities together. Furthermore, these kinds of celebrations could not include everyone, or some people could feel excluded. As an example of this, Greenpeace Canada and Greenpeace Türkiye shared tweets related to Earth Overshoot Day, which is celebrated by all countries or people.

What's more, all three organizations shared tweets mostly related to the environmental sustainability dimension, and in this dimension, "climate change" is the most shared subtopic. Thus, this aligned with Greenpeace's founding goal and aim. However, because environmental issues relate to social sustainability, it should also focus on social sustainability. Moreover, this would also align with social capital theory, seeing that it would bring more people together and encourage them to do so.

Furthermore, in this research, it was found that Greenpeace in all three different countries does not use X (formerly Twitter) to gain more profit. It is using X (formerly Twitter) to increase social interaction, information sharing, and advertisements. However, this is not aligned with social capital theory, seeing that it claims that institutions should bring people from different backgrounds together with trust while increasing their profits.

CHAPTER VI: CONCLUSION

This part of the study aims to review previous chapters such as introduction, literature review, theocratic background, and finally analysis of data, along with discussion, limitations of the research, and future research.

6.1. Conclusion

NGOs have become one of the most significant actors in the world regarding every topic, and because they do not affiliate with any governmental bodies or corporations, they tend to focus on a vast variety of topics more independently. There is much research (McLachlin and Larson 2011, Wijen and Assouline, 2019) focusing on their contribution to the supply chain and communications with stakeholders. They, just like regular companies, build relations with their stakeholders, but economic gain is not always prioritized. That's being said, they still must manage their funds for their upcoming strategies and funds, which are already restricted (McLachlin and Larson 2011).

Social media has become an integral part of social life, and it is used by individuals as well as brands and non-governmental organizations for marketing purposes (Saatçioğlu, 2017).

The fundamental features of social media make communication and interaction with the target audience easier. Drawing from this fact, social media has become an important tool for non-governmental organizations for interacting with and creating public opinion (Saatçioğlu, 2017).

There are a wide variety of them, and each of them could focus on different topics such as humanitarian, educational, health, and environmental. ENGOs that focus on environmental issues have been using their voices to advocate for climate change, the impact of the fossil fuel industry, and the importance of sustainability (Lee, 2017). Furthermore, with recent natural disasters due to climate change, their importance is understood once more. Thus, many different ENGOs operate in the world, either locally or internationally, and their focus is on a sustainable future

and reducing human-made environmental pollution. Also, there should be laws and implementations regarding sustainability issues, and NGOs, policymakers, and voluntary companies should work together (Wijen and Assouline, 2019).

In order to achieve this goal, they need more people to make their voices heard and bring more people together. In this perspective, social capital theory comes to light. Its main argument is that organizations bring different groups of people who belong to different backgrounds together with trust and ultimately economic gain. Thus, ENGOs have been using these techniques for many years; however, with the rise of Web 2.0, their communication tools have changed (Görkemli, Tarhan and Demir, 2019). Nowadays, traditional media almost yields to social media. It has become part of people's lives, and companies, organizations, and institutions such as NGOs have adapted to it and are using it as a marketing tool. Moreover, by using social media, NGOs could work on greenwashing by the fossil fuel industry. This is a commonly used method by companies to make consumers think their products or activities are environmentally sustainable, when in reality they are not. Moreover, social media could be used as a communication tool for advocating their ideas and facts to the public (Ferguson, Schattke and Paulin, 2019).

Thus, this study focused on ENGOs use of social media. Firstly, talk about their supply chain and stakeholder relations (Scholten, Scott and Fynes 2010). Then the focus was on different ENGOs and their internal working mechanisms. With the technological developments, most organizations and institutions have adopted them to increase their profits. Thus, NGOs have been using it as a marketing and communication tool to communicate with their followers (Hunter, 2009).

Furthermore, in the research, it was found that there are few tweets related to the sustainable supply chain, even though there are some articles published in conjunction with Greenpeace on sustainable supply chains. Moreover, for sustainable sourcing, Greenpeace works very hard on palm oil sourcing and ensures the supply chain process of palm oil sourcing is sustainable (Wolf, 2014).

Furthermore, the sustainable fashion industry is another topic for which Greenpeace is very advocated (Khurana and Ricchetti, 2016). The Greenpeace DETOX framework was claimed by it in 2011, and it was focused on hazardous chemicals. Its main aim was to influence the whole supply chain. (Khurana and Ricchetti, 2016)

Furthermore, it was also found during the research that there are differences in shared topics among the countries, even though there are some similarities. Firstly, for the similarities, all three of the chosen organizations mostly shared tweets related to environmental dimensions, i.e., climate change and protection of nature. All three of them also use them for advertisement of an event or self-advertisement, such as a recent victory.

Moreover, when all institutions were examined thoroughly, it could be interpreted that Greenpeace used X (formerly Twitter) due to its tweet sharing frequency; however, it cannot be said that Greenpeace Türkiye is ineffective; the institution still shares many tweets on significant topics, but not at the same frequency as Greenpeace Canada. However, it woefully cannot be said for Greenpeace Somalia, seeing that only 37 posts belonged to it in the course of a six-month period. Thus, it can be said that their use of social media is fruitless. Furthermore, for recommendations for three countries, while Greenpeace Canada could be counted as the most successful within the three chosen institutions, it could share more various topics. Their main focus is on the fossil fuel industry, climate change, and extreme weather events. While all these topics are extremely significant, other topics such as the fast fashion industry or excessive consumerism and their damage should not be ignored.

Besides, Greenpeace Türkiye is almost the same as Greenpeace Canada. It usually focuses on climate change, the fossil fuel industry's impact on nature, and natural disaster news around the world. Thus, it could mention more food waste and the fast fashion industry. Also, during the research, it was understood that its tweet posting pattern could differ. Some days there are multiple tweets, and then there are not any tweets for days. Also, it could be beneficial to use English in some tweets for significant topics after sharing text in Turkish as a second

language, seeing that not many foreigners could understand Turkish, but many could understand English to some degree.

Lastly, for Greenpeace Somalia, it should share tweets more frequently and regularly. Also, it should be beneficial to share tweets to raise public awareness. Also, it could be beneficial if it shared surveys or forms to get more attention and make people more involved in the progress.

6.2. Academic Implications

This thesis focused on social media use among NGOs for communication and marketing purposes. Furthermore, Greenpeace was chosen as the sample group due to the gap in the research between Greenpeace Canada, Greenpeace Türkiye, and Greenpeace Somalia and their X (formerly Twitter) accounts examined using Social Capital Theory. Therefore, it concluded that they used it for news sharing and advertisement. Therefore, this thesis could give them the opportunity to use their social media accounts more effectively and efficiently, seeing that a suggestion has been made because of data analysis. Furthermore, this thesis could give other researchers new ideas.

During this research, it was found that there are many gaps in the literature regarding Greenpeace's use of social media. This was the first paper to conduct research on the social media usage of different countries using X (formerly Twitter) by using social capital theory, and it was found that even though they are different countries with different cultures and geographical features, their X (formerly Twitter) accounts share similar topics, which shows that there is a common structure within the institution.

Furthermore, because of this research, it was found that there is no research regarding petitions in the literature, so it would be beneficial for other researchers to focus on this topic.

6.3. Practical Implications

Secondary data analysis was used in this thesis to examine the data. Furthermore, three different countries in which Greenpeace operates were chosen as samples, and their X (formerly Twitter) accounts were analyzed. Those

countries are Greenpeace Canada, Greenpeace Türkiye, and Greenpeace Somalia. In total, 1,910 tweets were obtained from a digital agency and manually examined and analyzed.

As a result of this research, it was found that Greenpeace has a common principle regardless of the country. Furthermore, all three countries mostly focus on sustainability issues. However, the focus is mostly on the fossil fuel industry and damage related to industry. Related to this, it is found that it mainly focuses on “environmental sustainability,” which is aligned with its establishment vision; however, due to global or local developments, it would be beneficial for the institution to focus on more “social sustainability” issues.

Furthermore, it would be beneficial for institutions to draw attention to other significant subjects, such as the fast fashion industry and its impact on sustainability. During the six-month research period, only one tweet was posted by Greenpeace Canada; however, it is one of the biggest industries that contribute to environmental pollution. Furthermore, more tweets regarding this topic and the promotion of thrifting and using secondhand clothing would be beneficial. Moreover, food waste is another significant issue in the world. For that topic, it could collaborate with other institutions to work to prevent and decrease food waste.

Moreover, it would be beneficial for it to share the results of the “petition” that they frequently ask followers to sign, seeing that there is not much information regarding their status.

Furthermore, it would be beneficial for the institution to collaborate with other sustainable companies, intuitions, and NGOs or ENGOS.

6.4. Future Research

In this research, among Greenpeace’s present countries, Canada is chosen as a developing country, Türkiye as a developing country, and lastly, Somalia as an underdeveloped country. Thus, these three countries Greenpeace X (formerly Twitter) accounts examine six months of time, which start on January 1, 2023, and

end on September 30, 2023. Also, the theory of the research is social capital theory. As a result of this research, some ideas emerged for future research.

Firstly, chosen countries could be changed, and the time period could be longer. Thus, rather than comparing developed, developing, and underdeveloped countries, developed countries or developing countries could be compared to each other. In addition to that, rather than using one social media account, different social media accounts of the chosen institution could be examined and compared to each other to see if the content differs according to the account, i.e., X (formerly Twitter) vs. Instagram, or Instagram vs. Facebook.

Besides, other ENGOs institutions and Greenpeace's social media accounts could be examined to understand how their approaches to the same or similar topics differ. Not to mention, in future studies, comments and replies to the comments could be examined.

In addition, during the research, it was observed that Greenpeace asked for petitions in both Canada and Türkiye on various topics. However, there is no information or shared tweet regarding these petitions, either results or whether they failed and required people to sign them. In this regard, in addition to analyzing social media accounts, there could be an interview with one or as many people who work at Greenpeace at different levels of power as possible. This could give a better idea of the institution's working mechanism and the result or faith of the petitions. In this way, there would be extensive consequences and exhortations.

Finally, future researchers could focus on the "like" of tweets, seeing that there is much research focused on this topic, and interviews with Greenpeace workers could be beneficial for primary data gathering.

6.5. Limitations

NGOs understand their importance more deeply during a natural disaster or when someone requires immediate assistance and governments are not present enough. Furthermore, with recent natural disasters, extreme weather events,

extreme heat events, and climate change, which some activists and researchers have been vocal about, Thus, with the rise of social media, those institutions can reach more people more easily when compared to the past. From this point of view, this research idea and questions emerged, and in this research, these questions were answered.

However, this research scope was only six months, so its main limitation is time. Also, only three Greenpeace countries were examined, while other countries received no notice.

Thus, another limitation is the chosen NGO.

Furthermore, in this research, X (formerly Twitter) was used as the main social media platform, so in order to conduct research, other social media platforms were not taken into consideration or examined.

Furthermore, it is understood that sustainability is still not getting the attention it deserves from governments or cooperation, so more researchers could do research related to this topic to raise awareness.

Moreover, because of this research, it was found that the “like” of the tweet is not directly proportional to the frequency of post sharing.

Furthermore, in this research, social capital theory was used as the main theory, and it claims that networks build on trust and economic gain. In Greenpeace, it is found that it does not use its social media for economic gain. Thus, this could harm the economic interests of the organization. Moreover, it could be said that Greenpeace should use X (formerly Twitter) for more economic profit.

Furthermore, analyzing three different countries that have different economic developments and their use X (formerly Twitter) and results because of it makes this research unique. In this research, it was found that despite their economic developments, all countries shared tweets mostly related to

environmental sustainability. Also, it is found that Greenpeace Canada and Türkiye use it for increasing social interaction, which aligns with social capital theory, whereas Greenpeace Somalia uses X (formerly Twitter) for self-advertisement.



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APPENDICIES

APPENDIX A

Analysis of Themes in X Platform Shared by Greenpeace Canada			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Environmental	Climate Change	Climate crisis, global boiling, climate justice, lawsuits related to climate change could be some examples.	It includes information and news related to the climate change.
Environmental	Extreme Weather Events	Those natural disasters are floods, extreme heat etc.	It covers post about current natural disasters in the world.
Environmental	Wildfires	Wildfire effects on environment and human health.	It includes information and news on current wildfires and its effects.
Environmental	Plastic Pollution	Plastic treaty, ban of single use plastic, micro plastic.	It includes posts about plastic use and its effects on human health and environment.
Environmental	Air Pollution	Harms on human health.	It covers post about reasons and effects of it.
Environmental	Life of animals in nature.	Petitions for saving bees and news or information about animal's life in wildlife.	It covers post animal's life in wildlife and its protection.

Analysis of Themes in X Platform Shared by Greenpeace Canada			
Dimension of Sustainability	Third Order Code	Second Order Code	Third Order Code
Environmental	Protection of oceans and seas.	Deep sea mining is one of the biggest threats to the oceans.	It covers post information about oceans and seas.
Environmental	Stop using fossil fuels	Fossil fuel negative impacts on nature by giving examples.	It covers posts for demanding stop using fossil fuel.
Economic	Financial support to fossil fuel industry.	Financial aid to fossil fuel companies by banks and insurance company.	It includes posts about financial aid to the fossil fuel companies
Economic	Tax against fossil fuel industry.	Demand a windfall tax on fossil fuel companies.	It covers posts related to new tax on fossil fuel industry.
Economic	Climate Compensation from fossil fuel industry	Polluter should pay for damaged caused to climate crisis.	It covers post about polluters and their economic impact on nature and people.
Environmental	Protection of Nature	Protection of forests, Greenbelt	It includes informative posts related to nature.
Environmental	Deforestation	Logging activities by companies such as paper.	It covers posts related activities that cause logging of forests.
Social	Reasonable priced transportation	Accessible public transportation price.	It covers demand for affordable public transportation for citizens.

Analysis of Themes in X Platform Shared by Greenpeace Canada			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Social	Indigenous Rights	Support to the Indigenous rights and their land rights.	It covers posts informative posts related to Indigenous people and their struggles.
Social/ environmental	Increasing Social Interaction	Rising of citizen's knowledge about specific topics.	It covers posts about sharing regional or information.
Environmental	Environmental Special Day Celebration	Earth overshoot Day	It includes posts about environmental special days celebrated in the world.
Social	Social Special Day Celebration	Pride Month	It includes posts about social special days celebrated in the world.
Environmental	Environmental self-advertisement	Create social interaction, blog posts related to environment news or information.	It covers posts about institution activities or achievements related to environment.
Social	Social self-advertisement	Create social interaction, blog posts related to citizens news or information such as eco anxiety.	It covers posts about institution activities or achievements related to social life

Analysis of Themes in X Platform Shared by Greenpeace Canada			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Social	Information sharing	Create social interaction.	It covers posts related to various informative data to citizens.
Social	Misinformation Sharing	Correction of untrue information	It covers posts related to readjustment of untrue information.
Social	Plant based diet	Stopping or reducing meat consumption.	It covers posts about encouraging people to switch to plant based diet for sustainable environment.
Environmental	Carbon footprint of vehicle	Ban of private jets.	It includes posts related to the gas emissions caused by private vehicles.
Social	Sustainable Food System	Change of new food system with new and sustainable one.	It covers posts related to criticize current food system.

Analysis of Themes in X Platform Shared by Greenpeace Canada			
Dimension of Sustainability	Third Order Code	Second Order Code	Third Order Code
Social	Women Rights	Support to the women rights. Eco feminism, climate and women. News on women's life at their jobs.	It covers informative posts related to women and their achievements.
Social	Social Event Advertisement	Indigenous Land Defenders and allies.	It covers posts information about upcoming events either belongs to the organizations or other institutions.
Environmental	Sign of Green and Fair Transition	It combines environmental sustainability with social justice.	It covers demand for signing of it by citizens.
Environmental	Environmental Event Advertisement	Annual Photo Contest of Greenpeace.	It covers posts information about upcoming events either belongs to the organizations or other institutions.

APPENDIX B

Analysis of Themes in X Platform Shared by Greenpeace Türkiye			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Environmental	Climate Change	Climate crisis, global boiling, climate justice, lawsuits related to climate change could be some examples.	It includes information and news related to the climate change.
Environmental	Extreme Weather Events	Those natural disasters are floods, extreme heat etc.	It covers post about current natural disasters in the world.
Environmental	Wildfires	Wildfire effects on environment and human health.	It includes information and news on current wildfires and its effects.
Environmental	Plastic Pollution	Plastic treaty, ban of single use plastic, micro plastic.	It includes posts about plastic use and its effects on human health and environment.
Environmental	Air Pollution	Harms on human health.	It covers post about reasons and effects of it.
Environmental	Life of animals in nature.	Petitions for saving bees and news or information about animal's life in wildlife.	It covers post animal's life in wildlife and its protection.
Environmental	Protection of oceans and seas.	Mucilage is one of the threats to the seas.	It covers post information about oceans and seas.

Analysis of Themes in X Platform Shared by Greenpeace Türkiye			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Environmental	Protection of Nature	Protection of forests, Support for Akbelen.	It includes informative posts related to nature.
Social	Reasonable priced transportation	Accessible public transportation price.	It covers demand for affordable public transportation for citizens.
Social	Safe transportation	Reliable public transportation for women or disable people.	It covers demand for reliable public transportation for citizens.
Social	Proper Urbanization	Reliable and well-priced urban system.	It covers demand for reliable urbanization for citizens
Environmental	Sign of Green and Fair Transition	It combines environmental sustainability with social justice.	It covers demand for signing of it by citizens.
Environmental	Waste dumping	Waste dumping that without following the procedure and close proximity to citizens and agricultural fields.	It includes posts regarding information related to waste dumping after earthquake at the earthquake zone.

Analysis of Themes in X Platform Shared by Greenpeace Türkiye			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Social/ environmental	Increasing Social Interaction	Rising of citizen's knowledge about specific topics.	It covers posts about sharing regional or information.
Environmental	Environmental Special Day Celebration	Earth overshoot Day	It includes posts about environmental special days celebrated in the world.
Social	Social Special Day Celebration	May 1 Workers day, Pride Month	It includes posts about social special days celebrated in the world.
Environmental	Environmental self-advertisement	Create social interaction, blog posts related to environment news or information.	It covers posts about institution activities or achievements related to environment.
Social	Social self-advertisement	Create social interaction, blog posts related to citizens news or information such as eco anxiety.	It covers posts about institution activities or achievements related to social life
Environmental	Environmental Event Advertisement	Clean Coal Technologies Summit, Climate action and climate protest	It covers posts information about upcoming events either belongs to the organizations or other institutions.

Analysis of Themes in X Platform Shared by Greenpeace Türkiye			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Social	Social Event Advertisement	May 1 Event, Meeting for Green and Just Transition	It covers posts information about upcoming events either belongs to the organizations or other institutions.
Social	Information sharing	Create social interaction.	It covers posts related to various informative data to citizens.
Social	Health Risks in Waste Management.	Risks to worker's health under waste management.	It covers posts related to worker health issues in waste management field.
Environmental	Stop using fossil fuels	Fossil fuel negative impacts on nature by giving examples.	It covers posts for demanding stop using fossil fuel.

APPENDIX C

Analysis of Themes in X Platform Shared by Greenpeace Somalia			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Environmental	Climate Change	Climate crisis, global boiling, climate justice, lawsuits related to climate change could be some examples.	It includes information and news related to the climate change.
Environmental	Protection of Nature	Protection of forests	It includes informative posts related to nature.
Environmental	Life of animals in nature.	News or information about animal's life in wildlife.	It covers post animal's life in wildlife and its protection.
Environmental	Stop using fossil fuels	Fossil fuel negative impacts on nature by giving examples.	It covers posts for demanding stop using fossil fuel.
Environmental	Reforestation	Planting new trees.	It covers posts related to encourage people for plant trees.
Social	Women Rights	Support to the women rights. News on women's life at their jobs.	It covers informative posts related to women and their achievements.
Environmental	Environmental Event Advertisement	-	It covers posts information about upcoming events either belongs to the organizations or other institutions.

Analysis of Themes in X Platform Shared by Greenpeace Somalia			
Dimension of Sustainability	Third Order Code	Second Order Code	First Order Code
Social	Social Event Advertisement	Igad regional migration policy framework	It covers posts information about upcoming events either belongs to the organizations or other institutions.
Economic	Financial Support	Support to startups.	African Development Bank Group financial supports the startups.
Environmental	Environmental self-advertisement	Create social interaction.	It covers posts about institution activities or achievements related to environment.