



AN EVALUATION OF THE SOCIAL MEDIA SHARING STRATEGIES OF POLITICIANS ON SPECIAL DAYS¹

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Abstract

Today, social media has become one of the most effective tools through which politicians can communicate directly with their constituents and quickly convey their messages to large masses. Politicians frequently prefer posts on special days to establish emotional ties with citizens and display a political stance. Careful planning of various elements is necessary for posts on special days to receive more interaction. This study aims to analyze the posts made by politicians on the social media platform X (formerly Twitter) on special days regarding form, timing, and content. In this context, the 27th Term (Member of Parliament) MPs posts on six important days between 2021 and 2022 were analyzed. The research observed that the highest number of posts was made on religious holidays, but the highest interaction was obtained on Mother's Day. Statistical analyses have shown that posts containing videos or images significantly differ from those without and that including a hashtag (#) created a significant difference in the number of likes but not in retweets. This study guides those who use social media for political communication, particularly on special days, indicating which days to focus on and what strategies to develop for effective sharing.

Keywords: Politics, Social Media, Special Days, X (Twitter).

JEL Classification: D83, L82, L83

SİYASİLERİN ÖZEL GÜNLERDE SOSYAL MEDYADA PAYLAŞIM STRATEJİLERİ ÜZERİNE BİR DEĞERLENDİRME

Öz

Günümüzde sosyal medya, siyasilerin seçmenleriyle doğrudan iletişim kurabileceği ve mesajlarını geniş kitlelere hızla ulaştırabileceği en etkili araçlardan biri haline gelmiştir. Siyasiler, vatandaşlarla duygusal bağlar kurmak ve politik bir duruş sergilemek amacıyla önemli günlere ait paylaşımları sıklıkla tercih etmektedir. Özel günlerde yapılan paylaşımların daha fazla etkileşim alması için çeşitli unsurlarının dikkatle planlanması gerekmektedir. Bu çalışma, siyasilerin özel günlerde sosyal medya platformu X (eski adıyla Twitter) üzerinden yaptıkları paylaşımları biçim, zamanlama ve içerik açısından incelemeyi amaçlamaktadır. Bu bağlamda, 27. Dönem Milletvekillerinin 2021-2022 yılları arasında altı önemli güne ait paylaşımları analiz edilmiştir. Araştırma sonucunda en fazla paylaşımın dini bayramlarda yapıldığı, ancak en yüksek etkileşimin Anneler Günü'nde elde edildiği görülmüştür. İstatistiksel analizler sonucunda, video veya resim içeren paylaşımların, içermeyenlere göre anlamlı bir fark oluşturduğu, etiket (#) bulundurunun ise beğeni sayısı açısından anlamlı bir fark oluştururken tekrar paylaşım açısından anlamlı bir fark oluşturmadığı tespit edilmiştir. Bu çalışma, siyasi iletişim amacıyla sosyal medya kullanıcıları için, özellikle hangi özel günlere ağırlık verilmesi ve hangi etkili paylaşım stratejilerinin geliştirilmesi gerektiği konusunda bir rehber niteliği taşımaktadır.

Anahtar Kelimeler: Siyaset, Sosyal Medya, Özel Gün, X (Twitter)

JEL Sınıflandırması: D83, L82, L83

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1. Introduction

The use of social media is still growing quickly both globally and in Turkey. According to the "We Are Social's" February 2024 report, while the world population is 8.08 billion, social media users have reached 5.04 billion. The social media usage rate worldwide increased from 59.4% in 2023 to 62.3% in 2024, and in Turkey, this rate is 66.8% (We Are Social, 2024). The proliferation of social media has triggered a significant transformation in political communication. For politicians, social media offers new opportunities in terms of self-expression and social participation. For this reason, politicians increasingly accept the importance of being active on social media (Hadma and Anggoro, 2021; Shehzad et al., 2021). By posting on social media, they hope to reach a wide audience and more successfully communicate their messages.

In this context, posts for special days are among the most popular content types. Politicians have significant chances to engage with the public and expand their visibility on special days. Aliyeva's analysis of Ankara Metropolitan Municipality Mayor Mansur Yavaş's social media posts, for instance, showed that Yavaş's post on the International Day of the Girl Child garnered the most interaction (Aliyeva, 2022). Politicians generally use special days strategically to convey their messages, strengthen their political narratives, and increase their visibility. Effective use of social media on special days ensures that messages reach wider audiences and interaction rates increase (Severin, 2023; Wouters et al., 2022). Content analysis studies show that politicians frequently post on special days (Bayoğlu and Şentürk, 2021; Bozkırlı and Öztekin, 2023; Karıcı, 2024). Nevertheless, no particular study has been conducted that thoroughly examines the posts made by politicians on special days. In the existing literature, evaluations have been made on the content of the posts (hashtags, videos, images, symbols, etc.) (Lin, 2023; Peng, 2020; Markowitz-Elfassi et al., 2019; Manan, 2023; Park et al., 2020; Karas, 2021), the topics discussed (Marquart et al., 2020; Spierings et al., 2018), the structure of the posts (Luebke and Engelmann, 2022), and their negative aspects (Jain and Pandey, 2023; Johann, 2022). However, there is a lack of studies focusing on special days and providing a comprehensive analysis. In addition, the geographical differences in political perception make such a study more necessary in Turkey.

This study examined the social media posts of the 27th Term MPs during 2021-2022 in the context of special days. The effects of elements such as post timing, language use, media, and tagging on interaction were analyzed. In addition, suggestions were made on how these strategies could be optimized. The study aims to understand the dynamics behind the strategies followed by politicians on social media and to reveal the roles of these strategies in the social and political context. The findings provide concrete suggestions for more effective planning of political communication strategies.

2. Literature

The role of social media in political communication is multifaceted, encompassing various dimensions such as information sharing, political fieldwork, and public participation. The interactive nature of social media, enabling real-time communication and feedback, assures political actors to see and respond to public opinion. This is the most important difference from traditional media: the flow of information is usually one-way and slower. Therefore, social media democratizes political discourse, allowing individuals to voice their opinions, share political content, and support candidates (Gardikiotis et al., 2020; Astuti and Hangsing, 2016). The impact of social media on political participation is particularly profound among young demographic groups. Studies show that social media use positively correlates with political activity and participation among young people and that these platforms enable individuals to become more informed and active participants in the political process (Rahbarqazi and Baghban, 2019; Tareen and Adnan, 2021). Social media's influence on political communication will probably grow as it develops further. Integrating emerging technologies such as artificial intelligence and machine learning into social media platforms will further enhance their ability to facilitate political participation and disseminate information (Akinyetun, 2022; Rathnayake and Winter, 2021).

However, these developments also revive ethical concerns about privacy, data security, and the potential for manipulation, necessitating ongoing scrutiny and regulation (Lestari, 2023; Wang, 2023). The impact of social media on political communication also extends to the strategies employed by political candidates and parties. In contemporary political campaigns, the use of data analytics, influential partnerships, and targeted advertising has become standard practice, enabling more individualized and successful outreach to particular constituencies (Lailiyah et al., 2020; Akinola et al., 2021; Barberá and Zeitzoff, 2017). This strategic use of social media not only increases visibility but also encourages a more engaged electorate as candidates can interact directly with voters and obviate their concerns in real time (Getachew & Beshah, 2019; Bode, 2017).

Social media is an important platform for disseminating information and influencing the masses on special occasions. For example, Xiao-Ya et al. have shown that social media is an important platform for health-related campaigns which emphasizes that social media influences people's behavior on issues such as organ donation (Xiao-ya et al., 2019). This is supported by the findings of a similar study showing that platforms such as X can significantly increase public health knowledge, especially in the context of cancer awareness (Li et al., 2016). A dynamic information exchange is made possible by social media's interactive features, which is essential for public awareness campaigns that seek to inform people about important health issues. Furthermore, the effectiveness of social media in raising awareness on certain days, such as Breast Cancer Awareness Month, is highlighted by research showing that social media campaigns can achieve high levels of interaction and that users actively participate in discussions, and share information on health issues (Schliemann et al., 2020). This interaction reflects a growing trend where individuals use social media to seek and disseminate health-related information, thereby creating a more informed public. Their work documents the role of social media in fundraising efforts during important events such as "Giving Days." It highlights the platform's potential to mobilize community support for various causes by demonstrating how social media engagement can directly impact fundraising success (Bhati and McDonnell, 2019). Engagement metrics associated with social media campaigns also provide valuable insights into user behavior and preferences. Campaigns using X, for instance, produced millions of impressions, proving the platform's ability to reach wide audiences effectively. (Neil-Sztramko et al., 2023). This level of engagement is crucial during awareness days because it not only increases awareness but also encourages individuals to participate in discussions and share their experiences related to the campaign theme.

According to studies, politicians usually post about significant occasions. Bayoğlu and Şentük (2021) evaluated the posts from a 6-month period of the official Instagram accounts of 4 district municipalities in İzmir using the content analysis method. The posts were classified into 15 categories, one of which was determined as "Special Day". Aliyeva (2022) examined the social media posts of Ankara Metropolitan Municipality Mayor Mansur Yavaş in terms of political communication over a 20-day period. 70 posts on X, 43 posts on Instagram, and 46 posts on Facebook were examined. The topics of the posts were classified as "Environment", "Special Days", "Economy", and "Education". In the study conducted on the X side, it was seen that the post that received the most interaction was the special day 'International Girls' Day'. Bozkırlı and Öztekin (2023) examined the posts made by metropolitan municipalities on their official social media accounts with the content analysis method. In the study conducted, the "special day and week celebration posts" category constituted 11% of the posts on the X platform and ranked 3rd. Similarly, in the study conducted on Instagram, the posts ranked 3rd with 13% for engagement. Karıcı (2024) conducted a content analysis on the Instagram accounts of three municipalities in Konya province between June and August. The research observed that the posts were one-sided service notifications, announcements, important day notifications, and celebrations, and that there were no posts aimed at direct citizen participation. 7.31% of the posts were observed to be in the "Important Days" category. Akın and Aktepe (2022) examined the connection between the posts made from the X accounts of Ankara Metropolitan Municipality mayoral candidates during

the 2019 local elections and the election results. It was observed that the posts in the "Congratulatory Celebration/Special Day" category of the candidates constituted 2.4% and 3.3% of the total posts. Tarhan (2012) evaluated 3302 posts obtained from the corporate accounts of 9 metropolitan municipalities with content analysis. It was observed that the posts were generally shared on weekdays and out of working hours. In terms of content, it was seen that the posts were made on informative announcements, transportation, infrastructure, events, and social municipality.

The strategic use of hashtags (#), which politicians often use to make their posts visible, especially on important days, has increased community participation and information dissemination during local events and awareness days. According to one study, people frequently use hashtags to learn about events, fostering community and shared purpose (Lin, 2023). This interaction is important because the collective use of certain hashtags can increase the reach of campaign messages. Research indicates that politicians regularly use social media to share and promote significant days. Politicians use social media platforms to disseminate messages that strike a chord on noteworthy occasions to boost their visibility and foster a feeling of community among their followers. For example, on national holidays, politicians often post messages that evoke patriotism and national pride; this can significantly influence public sentiment and strengthen their political image (Marquart et al., 2020; Spierings et al., 2018). This strategic communication is vital as it allows politicians to reach their target audiences directly with specific messages commensurate with that special day's importance (Ghazali, 2019; Wouters et al., 2022; Fisher et al., 2018). A number of factors, including the emotional content and the use of visual elements, contribute to the effectiveness of social media posts on special days. According to research, posts with vibrant photos or videos typically have higher engagement rates; this is particularly noticeable on special days when emotional appeal is at its highest. (Peng, 2020; Markowitz-Elfassi et al., 2019). Politicians often organize their posts to include symbols or themes associated with that day, increasing emotional impact and encouraging followers' sharing, expanding their reach (Manan, 2023; Park et al., 2020). In addition to boosting engagement, this strategy assists the politician in crafting a narrative that aligns with their political agenda and brand. Karas (2021) emphasizes the importance of visual semiotics in political communication, suggesting that the composition and presentation of images can significantly influence audience perception. Politicians often use images that evoke emotional responses, such as patriotic symbols or images of community gatherings, to increase the effectiveness of their messages.

There is a significant increase in interaction between politicians and their followers on special occasions. Politicians often encourage their followers to share their own experiences or feelings about the event, creating a sense of community and participation (Kaur & Verma, 2016; Kalsnes et al., 2017). This two-way communication is vital as it allows politicians to gauge public sentiment and adapt their messages accordingly, thus increasing their responsiveness and perceived authenticity (Luebke & Engelmann, 2022). Engagement metrics (likes, shares, and comments) indicate public reaction and influence future political strategies (Kelm, 2020; Böhmer, 2022). The impact of social media posts on special occasions can extend beyond immediate engagement; it can also shape long-term political narratives and public perceptions. For example, consistent messaging aligning with national values can strengthen a politician's position as a leader representing the nation's spirit (Azmi et al., 2018; Adamik-Szysiak, 2019). This is especially important when political legitimacy is discussed, and politicians must work harder to establish their credibility and connection with voters (Maurer, 2022; Manning et al., 2016). The ability to craft a compelling narrative through social media can be a powerful tool in a politician's arsenal, especially during key moments in the political calendar.

On the other hand, It is impossible to overlook the gender dynamics in political communication on social media during special events. Studies have shown that female politicians often face different interaction patterns than their male colleagues, which can affect how their messages are received and interpreted (Samuel-Azran and Yarchi, 2020). The intersection of gender and political

communication on social media highlights the need for a nuanced understanding of audience reception and politicians' diverse strategies to effectively manage these dynamics (Putri et al., 2021).

Important information about politicians' efficacy can be gleaned from engagement metrics linked to their posts on noteworthy occasions. Research by Keller and Königslöw (2018) shows that posts receiving higher levels of likes, shares, and comments often emotionally resonate with their audiences. This suggests that politicians who effectively reach out to their voters' emotions on special occasions are more likely to achieve higher engagement rates.

The perceived authenticity of posts is a crucial component of politicians' social media engagement during special events. Luebke and Engelmann (2022) emphasize that exposure to politicians' social media content can increase perceptions of authenticity, especially when they present themselves as relatable. This is compatible with the findings of Haselswerdt (2023), who discusses how social media can create echo chambers that reinforce users' beliefs about politicians' authenticity.

In addition to engagement and authenticity, the content of politicians' posts on special occasions often reflects broader political strategies. Adamik-Szysiak (2019) discusses how politicians adapt their communication strategies to align with media logic, highlighting the importance of timely and relevant content. On special occasions, politicians can capitalize on heightened public interest to promote their political agenda or respond to current events. This strategic alignment can help politicians maintain relevance and visibility in a crowded media environment.

Social media's emergence in politics is not without drawbacks. The echo chambers and political polarization phenomenon is a significant concern, as individuals often curate their online environments to align with their preexisting beliefs. This selective exposure can reinforce biases and limit exposure to diverse perspectives, ultimately undermining the democratic potential of social media (Tareen and Adnan, 2021; Jain and Pandey, 2023). Furthermore, due to the quick traction that false narratives can have and the ability to sway public opinion, disseminating misinformation and disinformation on social media threatens informed political discourse (Johann, 2022; Hudia and Affandi, 2022). In conclusion, social media is an effective tool for communication and information sharing on significant and unique occasions. Many studies have demonstrated its ability to facilitate real-time communication, encourage community participation, and mobilize support for various causes. As social media evolves, ongoing research and strategies must be adapted to shape public discourse and maximize its impact.

3. Data and Methodology

In the implementation phase of the study, the analysis process was set out, as shown in Figure 1, to analyze the data on the posts of political accounts on special days.

Figure 1: Methodology of the Study

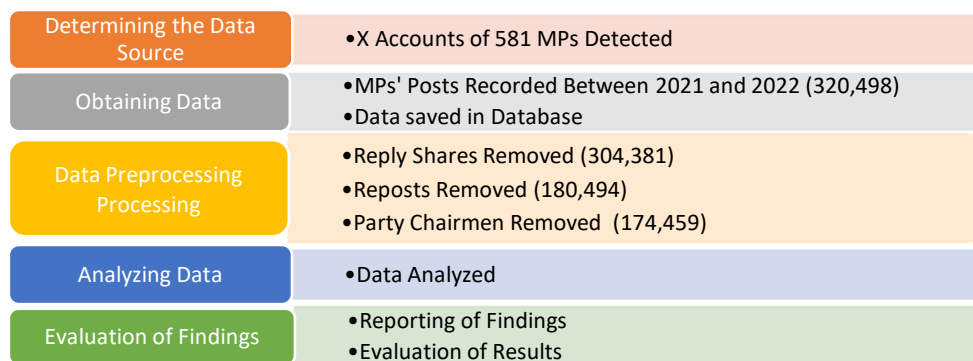


Figure 2 (Continued): Word Clouds According to Special Days



The word clouds in Figure 2 indicate that MPs carefully use language to observe cultural and national values on special days. Spiritual and peace themes are more prominent on religious holidays, while children, youth, sovereignty, and Atatürk themes are prominent on national holidays. On days with more personal significance, such as Mother's Day and Valentine's Day, words that establish emotional connections are used extensively. This analysis reveals that MPs focus on social sensitivities and emotions when shaping their social media strategies on special days.

Number of Shares and Interactions per Share

Table 1 displays numbers evaluating the efficacy of social media posts on designated days and identifying the days with the highest interaction.

Table 1: Number of Interactions by Special Days

Special Day	Total Number of Shares	Likes per Share	Retweet per Share
Feast of Sacrifice	1.311	216	25
Feast of Ramadan	1.194	240	25
Mother's Day	828	274	31
Valentine's day	41	137	9
April 23 rd National Sovereignty and Children's Day	1.167	195	23
May 19 th the Commemoration of Atatürk, Youth and Sports Day	1.235	144	22
Total	5.759	1.206	135

According to Table 1, while most shares are made on the Feast of Sacrifice and the Feast of Ramadan, Mother's Day stands out regarding likes and reshares. This may indicate that Mother's

Day posts can be more emotional and personal and, therefore, receive more interaction. Valentine's Day has the lowest numbers in terms of total shares and reshares, indicating that this day is less celebrated or shared on social media than other days.

Interaction Statistics According to Share Content

In this section, it is tested whether there is a statistical difference according to the media, mention and hashtags in social media posts. The Mann-Whitney U test was used because the data set did not meet the normality assumptions.

Table 2 displays the number of interactions based on whether the post includes media (video, image).

Table 2: Statistics According to the Presence of Media in the Sharing Content

	Media	Total Number of Shares	Mean Rank	Mann-Whitney U	p
ReTweet	Media Contains	5.226	3.697,21	957.152,50	,000
	Media Does Not Contain	533	2.796,65		
Like	Media Contains	5.226	3.927,26	834.538,00	,000
	Media Does Not Contain	533	2.773,18		
Total		5.759			

As shown in Table 2, the test results reveal that the number of retweets and likes is significantly higher for posts containing media compared to those without media ($p < 0.05$). Table 3 shows the interaction numbers according to whether another user has tagged the post's content.

Table 3: Statistics According to the Presence of Mention in Sharing Content

	Mention (@)	Total Number of Shares	Mean Rank	Mann-Whitney U	p
ReTweet	Mention Contains	782	3.144,77	1.738.954,00	,000
	Mention Does Not Contain	4.977	2.838,39		
Like	Mention Contains	782	2.734,23	1.832.021,00	,008
	Mention Does Not Contain	4.977	2.902,90		
Total		5.759			

As shown in Table 3, the test results reveal that the number of retweets and likes is significantly different in favor of the posts with mentions compared to the posts without mentions ($p < 0.05$). Table 4 shows the interaction numbers according to whether the post contains a hashtag (#).

Table 4: Statistics According to the Presence of Hashtag in Sharing Content

	Hashtag (#)	Total Number of Shares	Mean Rank	Mann-Whitney U	p
ReTweet	Hashtag Contains	3.399	2.860,43	3.944.290,50	,283
	Hashtag Does Not Contain	2.360	2.908,19		
Like	Hashtag Contains	3.399	2843,11	3.885.423,00	,043
	Hashtag Does Not Contain	2.360	2933,13		
Total		5.759			

As shown in Table 4, the test results show that the number of likes for posts with hashtags significantly differs from those without hashtags ($p < 0.05$). However, there is no significant difference in terms of the number of retweets based on whether the posts contain a hashtag.

Interaction Statistics by Time

Figure 3 shows the average interactions received for posts per hour.

Figure 3: Interaction Per Share by Hour

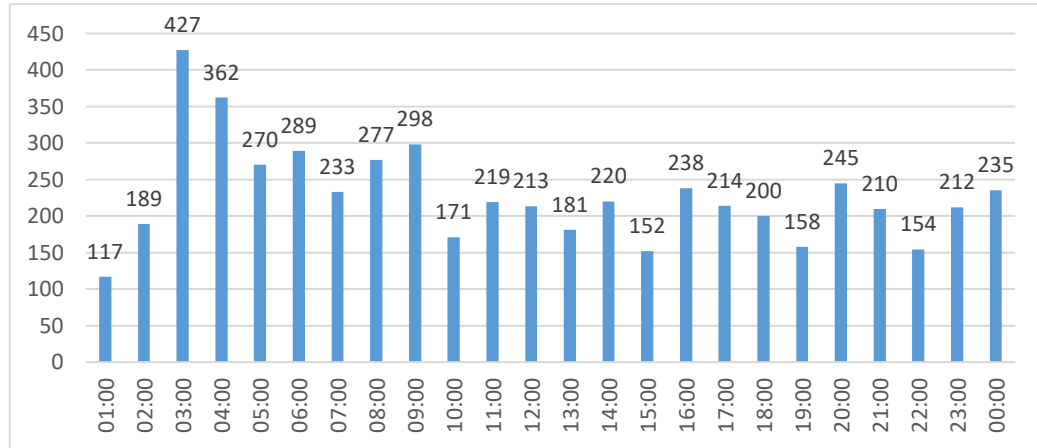


Figure 2 shows that posts with 427 interactions at 3:00 a.m. achieve the highest level. This shows that posts made after midnight receive an interestingly high amount of interaction. Posts made at 4:00 a.m. and 5:00 a.m. are also seen to be at relatively high levels with 362 and 270 interactions, respectively. Posts made at 8:00 a.m. stand out as a high interaction time of the day with 298 interactions. Posts made at 7:00 p.m. and 8:00 p.m. received 245 and 238 interactions, indicating that evening hours are also effective. Posts made at 1:00 p.m., are at the lowest level with only 117 interactions. Posts made at 3:00 p.m. receive 152 interactions and represent the lowest interaction count of the day. While some posts made at night receive quite high interaction, especially at 3:00 a.m., a decrease in interaction is observed towards the middle of the day. It is especially noticeable that early morning and late evening hours receive more interaction. Interactions are generally observed to be more intense at night and in the morning, which indicates that the time when politicians share their content may be consistent with the hours when social media users are active. Table 5 shows social media posts' interaction levels on different special days according to time zones. Color coding was used to indicate interaction levels from low to high (red for low, yellow for medium, green for high interaction).

Table 5: Average Number of Interactions by Special Day and Time Variables

Hour	April 23 rd National Sovereignty and Children's Day	May 19 th the Commemoration of Atatürk, Youth and Sports Day	Mother's Day	Feast of Sacrifice	Feast of Ramadan	Valentine's day
1	74	18	346	58	39	0
2	24	104	143	177	243	0
3	499	100	151	346	589	0
4	211	113	192	306	526	0
5	219	168	245	360	327	91
6	151	361	201	412	331	68
7	230	165	282	288	228	107

Table 5 (Continued): Average Number of Interactions by Special Day and Time Variables

Hour	April 23 rd National Sovereignty and Children's Day	May 19 th the Commemor ation of Atatürk, Youth and Sports Day	Mother's Day	Feast of Sacrifice	Feast of Ramadan	Valentine's day
8	382	127	412	168	260	15
9	325	236	362	368	106	363
10	173	145	227	156	164	14
11	226	145	487	263	108	57
12	153	198	354	253	163	52
13	255	124	259	101	172	0
14	158	132	98	476	155	77
15	138	125	220	135	173	17
16	114	178	406	87	469	0
17	97	120	185	219	459	0
18	150	169	211	289	132	0
19	95	134	200	164	206	0
20	574	71	761	116	173	140
21	123	96	523	192	334	201
22	59	105	393	92	153	0
23	87	55	224	68	440	0
24	643	96	149	141	136	0

According to Table 5, the highest interaction is received on April 23rd, especially in the early morning hours (03:00-04:00) and at midnight (00:00) and 8:00 PM (20:00). There are medium-level interactions at other hours. The highest interaction is seen at 06:00 on the special day of May 19th. Interactions are generally low during the rest of the day. The highest interaction is obtained at 20:00 on the special day of Mother's Day. There are also significant interactions at other times, such as 09:00 and 23:00. The interaction on the special day of "Feast of Sacrifice" is incredibly high between 06:00 and 08:00 AM. A significant interaction is also observed at 14:00. The highest interaction is seen in the morning hours (03:00-05:00) and at midnight (00:00) on the special day of the Feast of Ramadan. There is also a remarkable interaction at 17:00. In "Valentine's Day" posts, there is very low interaction compared to other days. However, relatively higher interaction is observed at 09:00, 16:00, and 20:00.

As a general evaluation, the following findings can be listed:

- In the early hours of the day (00:00-06:00) on April 23rd, both the Feast of Ramadan and the Feast of Sacrifice received very high interaction. The highest interaction was seen, especially during the 03:00 time period and Feast of Ramadan (589 interactions).
- At noon and in the afternoon (12:00-18:00), the Feast of Sacrifice received high interaction at 14:00 and the Feast of Ramadan at 17:00. Other special days generally received lower interactions.
- In the evening hours (18:00-24:00), Mother's Day received the highest interaction. Especially, the hours 20:00 (761 interactions) and 21:00 (523 interactions) attract attention. On Valentine's Day, it performed relatively better at 20:00 and 09:00.

Interaction Statistics by Post Length

Table 6 shows the importance of text length in politicians' social media strategies and the interaction averages of posts according to this post length. The table displays short characters (0–100), medium characters (101–200), and long characters (201+).

Table 6: Average Number of Interactions by Post-Text Length

	April 23 rd National Sovereignty and Children's Day	May 19 th the Commemor ation of Atatürk, Youth and Sports Day	Mother's Day	Feast of Sacrifice	Feast of Ramadan	Valentine's day
Short	186	131	324	391	465	548
Medium	286	238	300	72	262	321
Lenght	191	150	307	59	200	211

When Table 6 is examined, it is seen that short texts generally receive more interaction. On national holidays, medium-length posts attract more interaction. Short posts by politicians on special days are likely to have a more positive effect on engagement.

5. Conclusion

Social media is an essential tool for politicians to use for communication, and its unique features allow them to interact freely and readily with the public. Politicians often share on special days and share a wide variety of posts. This study aimed to evaluate the effectiveness of social media strategies by analyzing the interaction levels of the posts made by politicians in Türkiye, on the X social platform on special days. The findings showed that politicians' posts on special days are directly related to factors such as timing, content type, hashtag usage, and the presence of media content. An analysis was conducted on six special days in the study. First of all, a word cloud was created for each of these days, and an evaluation was made between the most used words and the special days. Spiritual and peace themes were more prominent on religious holidays, while children, youth, sovereignty, and Atatürk themes were at the forefront on national holidays. On days with more personal importance, such as Mother's and Valentine's Day, words aimed at establishing emotional bonds were used intensively. The number of posts on special days and the interaction per share were evaluated. While most posts were made on religious holidays, the posts on Mother's Day received the most interaction. This was due to the fact that Mother's Day was well received by people from all political parties. On the other side, Valentine's Day received the least interaction. This indicated that Valentine's Day had fewer interactions with the target audience or was not as heavily featured in social media strategies. When the interaction rates of the posts were examined according to time zones, it was observed that posts made in the early morning and late evening hours received more interactions. This situation revealed that politicians should focus on these time zones to communicate more effectively with their followers and that politicians can attract more attention and interaction on social media, especially in certain time zones. While posts made at night and early in the morning received high interaction, posts made in the afternoon received lower interaction. This information provided important clues for politicians to optimize their social media strategies. Due to the emotional bond, high interaction levels were observed on Mother's Day, especially in the evening. Early in the morning, there was much interest in the Feast of Sacrifice and the Feast of Ramadan because they are religious holidays. When the data were analyzed in content analysis, it was observed that posts containing media were significantly different in terms of the number of likes and re-shares compared to posts without media. This situation is similar to the literature. Using mention in posts creates a significant difference in terms of interaction. This difference was found to be positive for retweets and negative for favorites. On the other hand, while hashtags in posts do not create a statistically significant difference in retweets, a result in favor of not using hashtags has emerged in terms of likes. Contrary to previous studies indicating that hashtags may increase interaction, no positive effect of hashtag use was observed in this study.

Limitations of the study include using only one social media tool (the X platform), data collection at a specific time interval, and evaluation of only six special days. Consequently,

politicians can build a closer relationship with their target audience and reach a larger audience by using social media strategies on the X platform on special days that are optimized in terms of timing and content. These mentioned results offer crucial hints for upcoming social media plans and aid in the creation of tactics that can assist politicians in establishing a more powerful online presence on special occasions and at social gatherings. In this regard, the study adds to the body of literature by examining the academic viewpoint and the political climate.

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