SOCIAL COMMUNICATION IN SELECTED SATELLITE CITIES OF THE MONOCENTRIC WROCŁAW AGGLOMERATION

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Purpose: The study's main objective was to present the manifestations of social communication in selected satellite cities of the monocentric agglomeration of Wroclaw. The specific goals were: to discuss the city's social communication in the context of its forms and determinants; to define urban agglomeration and monocentric agglomeration; to present the Wrocław agglomeration with its satellite cities, including a summary of demographic data.

Design/methodology/approach: In the introduction, attention was paid to the essence of a satellite city, pointing out the benefits for its residents. Then, using desk research analysis, the social communication of the city was discussed, within which different forms of it were distinguished. In addition, various factors determining this process were detailed in forming the city's social communication, and the creation of mutual relations was pointed out. Next, the focus is on Wrocław as a monocentric urban agglomeration with a brief demographic characterization of its satellite cities. Finally, examples of social communication in selected satellite cities of Wroclaw are presented regarding available communication channels. The above considerations were based on Polish and foreign literature, studying scientific articles, books, and chapters from monographs and electronic sources. The following professional databases were used to gather scientific literature: Google Scholar and ScienceDirect.

Findings: Public communication in satellite cities can bring many benefits. By involving residents in communicating information about events and initiatives in a city, authorities can better understand the community's needs and make decisions in line with their expectations. Websites and social media are critical communication channels between residents and authorities, enabling the rapid and effective transfer of information. It is, therefore, worth investing in developing these communication channels to ensure better cooperation between residents and authorities of satellite cities within the urban agglomeration.

Social implications: The exchange of information between local authorities and residents of a satellite city is crucial for cooperation, understanding the needs and expectations of both parties. Social communication in a city within an agglomeration manifests through various activities, initiatives, signalling problems and joint attempts to solve them.

Originality/value: The treatment of issues treating social communication in satellite cities is based on the literature on the subject, Polish and foreign, enriching the existing body of scientific work on social communication, signalling the author's contribution to developing the discipline of management and quality sciences. The article is primarily addressed to researchers and scholars dealing with urban social communication in a monocentric urban agglomeration. The work may also interest students in management, marketing, sociology, and media studies.

The article's value is the comprehensive presentation of social communication in the city in the context of its various forms and determinants, as well as the analysis of examples of social communication in selected satellite cities of Wroclaw regarding various information channels.
Keywords: satellite city, monocentric agglomeration, social communication, Wroclaw.
Category of the paper: General review.

1. Introduction

A satellite city, otherwise known as a bedroom city, is a city that is self-sustaining in terms of services and employment but at the same time dependent on the nearby metropolitan area for higher education, culture, better-paying jobs, and administration (Encyklopedia PWN, n.d.). A satellite city is called a bedroom city because of the behaviour of its residents, who often travel all day to the central part of the agglomeration - for work or school/college. The benefit of a bedroom city is the taxes paid to the tax office by people working in the agglomeration.

Urban bedrooms are gaining more and more importance, as they are places where people want to live. Reasons for moving out of city centres to outlying areas include the desire to experience peace, commune with nature, and breathe clean air, as well as the excellent availability of recreational areas (Gadziński, 2017). However, the fact that people are moving "out of town" does not at all mean that they are "fleeing" from its area of influence (Twardowski, 2017).

Data from the Central Statistical Office shows that municipalities record the most significant population growth near the largest agglomerations, but the suburbanization process[1] also applies to medium-sized agglomerations. This trend of moving to smaller towns (to the countryside) is evident in the growth of new residential buildings (News4Media, 2023). The following indicates the positive impact of satellite cities' geographical and transportation locations in the central city on the population within large agglomerations (Szmytkie & Sikorski, 2020).

The article's main objective is to present social communication in selected satellite cities of the monocentric agglomeration of Wroclaw. The specific goals are to discuss the forms and determinants of the city's social communication, define urban and monocentric agglomeration, and present the Wrocław agglomeration with brief demographic characteristics of its satellite cities.

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[1] Suburbanization, otherwise known as urban decentralization, urban sprawl (Kopecky, Suen, 2004, 2009), or exurbanization (Nie olewamy miasta…, 2019), represents the second phase of urbanization, in which the city grows in population and outlying areas develop. Population migration aims to find a better and more environmentally friendly place to live, while preserving jobs in central parts of the city (Petrov, Marinov, 2020).

Discussing the city's social communication, the author highlighted one-way and two-way, formal and informal, external and internal, and downward, horizontal and upward communication. In addition, various factors determining the process of social communication in the city were listed, with particular emphasis on the role of street composition.

2. Methodology

The literature treating the social communication of the city in the context of a monocentric agglomeration was reviewed using the desk research method. The bibliography includes 62 items from 2020-2023, including scientific articles, books, and chapters from monographs and electronic sources. The following databases were used to collect scientific literature: Google Scholar and ScienceDirect. The literature search in the databases above used various combinations of keywords (satellite city, monocentric agglomeration, social communication, social communication of the City, Wroclaw) using Boolean operators (AND, OR).

3. Social communication of the city - its forms and determinants

There are various definitions of social communication in the literature, and each emphasizes the fact that communication is a process, interaction and exchange, and their magnitude is due to different approaches to the phenomenon and the exposure of other elements. According to (Pyrkosz-Pacyna et al., 2022), social communication is the process of people communicating by creating, exchanging or transmitting information in various social contexts. Social communication is interactive, with the transfer of information in sign and symbolic form and for various purposes. Therefore, the essence of social communication is appropriately reading the transmitted information, which should lead to agreement. Such an agreement can only come to fruition when the participants in communication use the same signs and symbols. According to (Dobek-Ostrowska, 2004), social communication is a communication process between individuals, groups or institutions to exchange ideas and share knowledge, information and ideas. This process occurs at different levels, using diverse means, producing specific effects.

The city's social communication, i.e. the transmission of information about its attributes to its external and internal environment, is the basis for building its identity strategy, which translates into its image. Because the effectiveness of the social communication process determines the image of the city and, therefore, the identity strategy implemented (Stanowicka, 2016).

In the social communication of the city, its various forms can be distinguished (Stanowicka, 2016). First, one-way and two-way communication - depending on whether the sender expects feedback. Two-way communication is more critical and beneficial for the city's local community in integrating residents and shaping positive attitudes of other surrounding entities towards the city itself. Secondly, formal and informal communication can be distinguished. Formal communication on the city-resident line follows a specific plan and according to established procedures, while informal communication goes beyond the established framework. City residents usually prefer informal communication; however, the formal side of communication can sometimes not be bypassed. Third, the city-resident communication framework distinguishes between external and internal communication. Its internal form includes communication with residents and other stakeholders, and its goals are: building local patriotism; legitimizing difficult, unwanted, but at the same time essential decisions on the functioning of the city; promoting pro-social behaviour for the good of the local community. External communication, on the other hand, is expressed through the transmission of information to the city's external stakeholders, and its goals are: achieving a high degree of loyalty among current customers and attracting new customers by shaping a positive image of the city in the marketing environment.

Within the internal and external communication framework, downward, horizontal and upward communication can be considered. Downward communication involves transferring information from the city government to residents, tourists, investors, potential investors, NGOs, and other (satellite) cities. Upward communication, on the other hand, involves the transfer of information from the public/residents to the city government and other stakeholders (internal and external) through the use of wish and complaint boxes, city hotlines, surveys, direct conversations with decision-makers, social media, the city's website. Finally, horizontal social communication means passing messages between city residents, authorities, decision-makers, and other satellite cities of a given agglomeration using similar communication tools and channels, such as social media, websites, phone calls, and in-person meetings.

The city's social communication is a complex issue, mainly because of public participation and the government's focus on the resident's presence in management processes and their involvement and participation in solving the region's problems (Jobczyk et al., 2018). Because in modern social communication, the transfer of information must be followed by the creation of mutual relations, so it seems extremely important to choose the correct form of communication adapted to the specifics of the recipient, and this, in turn, determines the effectiveness of communication (Kalinowska-Żeleźnik et al., 2017) However, if the city's residents are not treated as partners by the authorities, then all means of communication will become tools of manipulation, which may eventually lead to the delegitimization of the authorities in the eyes of the residents. The actions of local authorities should be transparent, ensuring a high level of municipal services, thereby building trust and support among residents. As residents' knowledge of the actions and plans of local authorities increases, so does their

involvement in local affairs and their sense of responsibility for them (Wyszomirski, Chruściel, 2015).

In a city, social communication is determined by various factors, such as streets and their distribution, the urban backyard, the socio-economic potential of the central centre and its development, land prices, human resources, the degree of investment in infrastructure, regional and local policies, the locational attractiveness of the suburban rudder and its spatial differentiation, the course of major transportation routes, the economic functions of satellite cities, the spatial distribution of subzones of special economic zones.

The role of street composition in shaping the city's social communication is indicated by (Goch, 2017), listing a number of its advantages:

a. streets are among the most easily identifiable elements of the urban landscape that bind the urban system together;
b. streets perform centripetal functions;
c. streets are legible and memorable elements crystallizing the city plan;
d. streets enable identification and orientation in space, creating view axes;
e. streets are the most potent means of organizing the entire urban complex;
f. streets can be seen as a symbol of the city;
g. streets with coherent architecture, uniting a particular shape of space with movement, creating a specific atmosphere of a given city;
h. streets provide unrestricted movement, comfort and safety associated with traffic;
i. streets create various forms of activity and social interaction contained within the designated space;
j. streets perform integrative, communicative and educational functions;
k. streets provide opportunities for people to be among others, build community, act and interact.

Because the street is also an area of cultural and social activity, it is treated as a concrete space that its users can develop. In response to the slowing down of the growth of cars on city streets, especially in the areas of schools and residential neighbourhoods, the idea of so-called woonerfs, i.e. a combination of car, bicycle and pedestrian traffic, including the introduction of greenery and small architecture into the street space, which enhance its cultural character, has emerged. A woonerf, or urban courtyard, combines transportation and cultural functions and aims to calm and slow car traffic through narrowing road obstructions and speed limits. Such a solution is very beneficial to the local community due to the strengthening of pedestrian and bicycle safety, enhancing aesthetic value, reducing street capacity, redirecting some vehicles to nearby arteries, and increasing travel time through a particular part of the city, a piece of friendly space is gained at the expense of traffic congestion, noise and deterioration of accessibility to neighbouring areas in the city through using urban courtyards (Ochota, 2017).

Other determinants of the city's social communication in the context of the attractiveness of the suburban zone are indicated by the following (Brezdeń, Szmytkie, 2017). They list such factors as the socio-economic potential and development of the central centre, land prices, the degree of investment in infrastructure, and regional and local policies. At the same time, the authors point out that the locational attractiveness of the suburban rudder of central cities is spatially differentiated, heterogeneous in nature, and characterized by varying suburbanization rates. In addition, (Brezdeń, Szmytkie, 2017) also list other locational factors that determine the city's social communication process as a consequence: the course of major transportation routes, the economic functions of centres that are satellite cities of large urban agglomerations, as well as the activities of special economic zones.

4. Wroclaw as a monocentric urban agglomeration

According to (Loibl et al., 2018), an urban agglomeration is a contiguous built-up area shaped by one central city or several neighbouring cities, sharing industry, infrastructure and high-density land use, and open spaces. (Fang, Yu, 2017) point to urban agglomeration as a highly developed spatial form of integrated cities, which can be described from six perspectives. First, from an ecological perspective, the development of an urban agglomeration is treated as a self-organizing process, and its external morphology is the product of the symbiotic growth of all elements. Second, from a statistical/quantitative perspective, a specific spatial volume (population density, urban functions, continuity of spatial landscape) is first identified, and then its characteristics are analyzed third, from the perspective of functional interconnectedness and accessibility. Functional interconnectedness includes the commuting and urbanization rates of outlying regions within the agglomeration.

Meanwhile, accessibility, or the maximum attainable areas within the agglomeration, should be within reach of daily commuting. Fourth, from the perspective of achieving a specific minimum population in the central city/cities. Fifth, achieving a specific minimum population and residential locations in outlying areas. Sixth, meeting the distance criterion from the main city/cities to the most peripheral areas.

Monocentric urban agglomeration, on the other hand, is defined as the formation of satellite cities around a major city. Thus, a monocentric agglomeration is a spatial concentration of settlement units with a high level of urbanization and a strong connection of people, goods, money and information to a central city. Such a metropolitan area includes one large city and separate, functionally related administrative units (Bartosiewicz, Pielesiak, 2014). The characteristics of a monocentric agglomeration are as follows (Abdukholiqovich, 2023): the population of the central city is more than 100,000; the number of urban-type settlements near the central city (satellite cities) is at least three, and more than 10% of the total population

of the agglomeration lives in all of them; there is oscillatory migration between the Central City and satellite cities; satellite cities should be within two hours of the central city.

An example of a monocentric urban agglomeration is Wrocław with the following satellite cities: Trzebnica, Oleśnica, Jelcz-Laskowice, Siechnice, Oława, Strzelin, Sobótka, Kąty Wrocławskie, Środa Śląska, Brzeg Dolny, Wołów, Oborniki Śląskie and Żmigród. Wrocław is a provincial city with an area of 292.8 km² in southwestern Poland in the Lower Silesia province. The city's population is 674,079 (as of 31.XII.2022), with a population density of 2,302.0 people/km² (Polska w liczbach, 2023i). Table 1 presents primary demographic data on the satellite cities of the Wrocław agglomeration.

Table 1.
Summary of demographics of satellite cities of the Wrocław agglomeration

Satellite City	Area [km²]	Population	Population density [persons/km²]	Distance from Wrocław [km]
Trzebnica	10.6	13,674	1,288.8	22.6
Oleśnica	21.0	36,683	1,750.1	27.2
Jelcz-Laskowice	17.1	15,474	907.0	21.7
Siechnice	15.6	10,684	683.6	11.2
Oława	27.4	32,997	1,206.0	25.3
Strzelin	12.7	12,319	967.0	43.0
Sobótka	32.2	6,998	217.3	34.6
Kąty Wrocławskie	8.6	7,184	834.4	20.8
Środa Śląska	14.9	9,599	642.5	32.8
Brzeg Dolny	17.2	12,607	733.0	38.0
Wołów	18.5	12,054	650.2	45.9
Oborniki Śląskie	14.5	9,027	624.3	23.1
Żmigród	9.5	6,222	655.6	48.3

Source: own study based on: (Polska w liczbach, 2022b, 2022a, 2022d, 2022c, 2023i, 2023d, 2023g, 2023e, 2023j, 2023c, 2023h, 2023a, 2023b, 2023f).

The total population of Wrocław's satellite cities is 185,522, which, together with the residents of Wrocław, results in 859,601 people making up the monocentric Wrocław agglomeration. The average distance of a satellite city from Wrocław is 30.3 kilometres.

5. Social communication of selected satellite cities of Wrocław

Due to the volume of the article, it was decided to present the manifestations of social communication only in selected satellite cities of Wrocław. The key to selecting specific cities was the author's familiarity with them and, thus, his desire to delve deeper into the subject. The following cities were selected for analysis: Kąty Wrocławskie, Trzebnica, Oborniki Śląskie, Oława and Żmigród.

The smallest in terms of area and second in distance (proximity) from Wrocław, its satellite city is Kąty Wrocławskie. On the city's website, in addition to tabs on public orders, tenders, investments (e.g., road repairs, construction of walking alleys), there is other information,

important in the context of social communication, as follows: a survey of the transportation needs of the residents of the Municipality of Kąty Wrocławskie (in the form of an online survey) (Otczyk, 2023); local initiatives as a tool for cooperation between local government units and their residents for joint implementation of public tasks for the benefit of the local community. Within the framework of these initiatives, residents can submit ideas and declare their participation in their implementation, which can be an in-kind contribution, financial contribution or community work (Romańska, n.d.); Senior-friendly municipality - the municipality of Kąty Wrocławskie is systematically and multifacetedly trying to provide support to senior citizens by organizing various forms of assistance: Commune Council of Seniors, Senior's Card, Christmas Eve meetings, funds dedicated to people with disabilities and their caregivers, legal aid point, gymnastics for seniors, classes at the Delfinek swimming pool, the Land of Inspiration Foundation, Box of Life (Urząd Miasta i Gminy Kąty Wrocławskie, n.d.). These are, of course, only some of the proposals on the city's website, and the author of the article, choosing just these selected activities, wanted to draw attention to the fact that the municipality takes into account the needs and expectations of various groups of residents on issues important to them.

Another communication channel for the residents of Kąty Wrocławskie is Facebook groups, of which there are several, and an average of 10 posts are published daily. The most popular of the groups is the public Gmina Kąty Wrocławskie Group, which has 14.5 thousand members, where one can post local announcements, promote one's activities as well as sports and cultural events, and interests, mutually exchange advice and opinions on various topics (Facebook, n.d.-b). On LinkedIn, the municipality of Kąty Wrocławskie does not maintain an official profile, while on Instagram, there is an official account called "Gmina Kąty Wrocławskie," however, it contains a total of only 55 posts, the last of which is from April 10, 2021 (Instagram, n.d.-a).

The third-largest satellite city of Wroclaw (counting from the smallest value) is Trzebnica. Upon accessing the city's tourism website, one's eye is caught by an ingenious and aesthetically pleasing slogan: "Take a break from the hustle and bustle". The site highlights various attractions like churches, monasteries or other notable buildings or sites. The municipality also invites visitors on hiking and biking trips and offers bookmarks for children, including a quiz about Trzebnica or colouring pages to download and print out (*Turystyka - Gmina Trzebnica*, n.d.).

The Trzebnica municipality has maintained an official Facebook profile with 8400 followers since 2010, for which the Promotion Department of the Trzebnica Municipal Office is responsible. The transparency of the page is high, indicating easy access to information about the Trzebnica municipality. The purpose of running the site is to inform residents and the marketing environment of the municipality about all important events, history and development of Trzebnica. The profile is updated regularly, making social communication on the Trzebnica-resident line continuous and attractive. For example, posts from July 2023 included a contest

for parents with children for a holiday nursery rhyme; information about the arrival of e-scooters in Trzebnica; the second edition of Trzebnica's Brazilian Culture Days; information about a new guide to Trzebnica; a concert for children by the band "Cherries" (Facebook, n.d.-d).

Trzebnica also operates, since 2010, an official video channel on YouTube (YouTube, n.d.-c), as well as has a Twitter account (The author of the article does not have an account in this medium; hence he cannot determine the degree of timeliness and attractiveness of the profile). An exciting tool for efficient and transparent communication with contractors of the Trzebnica Municipality is the Purchasing Platform, where one can set up a Buyer Profile. It is possible to sign up for contractor groups/types (according to the available list) and then submit bids directly on the page of a given procedure (Open Nexus, n.d.).

In summary, the municipality of Trzebnica has a perfect location and is well connected to Wroclaw via the expressway and railbuses. Its added value is its spa traditions with cultural heritage. Currently, Trzebnica is trying to restore its status as a health resort and communicates this clearly by publishing the history of the spa and the activities carried out today (Gmina Trzebnica, n.d.; Rajfur, 2022; Skulimowski, 2022).

The satellite town of Oborniki Slaskie is located in Trzebnica County, 10 km from Trzebnica. The Oborniki Śląskie Municipal Office maintains the city's official website. Upon entering the site, the slogan is: "I like it here!" (Gmina Oborniki Śląskie, n.d.). In addition to the website, which contains, among other things, announcements for residents, an inventory of monuments and tourist attractions, other social communication channels are Facebook, Instagram and YouTube. Facebook is the oldest, founded in 2012, and the most active medium. This official fanpage of the Oborniki Śląskie City Hall is observed by 9.5 thousand people. Posts are published a second time, on average three times a day, and practically each, in addition to a relevant description, contains an interesting infographic or photos (Facebook, n.d.-a). The second to create an official account on it is YouTube. Since 2016, 155 videos have been published on the channel. The videos do not appear with any specific frequency; only 85 people have subscribed to the channel (YouTube, n.d.-a). The last and youngest in the category of joining is Instagram. The account has been running since 2019, with an average of three monthly posts published (Instagram, n.d.-b).

Another satellite city of Wroclaw, some 25 kilometres away, is Olawa. Information on the Olawa City Hall website shows that the only official social media profile is maintained on Facebook. The city's website does not greet with an exciting slogan but is transparent. In social communication with the municipality's stakeholders, the Oława Social Development Center draws attention. The Center's operation consists of providing rooms free of charge to organizations and informal groups working to benefit the local community (Urząd Miejski w Oławie, 2023). Another initiative aimed at foundations and associations is the "Active Olawa" micro-grant program. The program aims to implement independent educational, cultural and social projects for the benefit of the local community of Olawa and receive funding

for their implementation (Urząd Miejski w Oławie, 2023). The voice of residents is essential in the context of public transportation, as they can comment on bus transportation by filling out a dedicated form on the site (Urząd Miejski w Oławie, n.d.).

Twelve thousand people observe the "City of Olawa" official profile on Facebook. It includes an imaginative logo with the slogan "Oława. Good direction." The account was created in 2013, and there have been no changes to the page's name since then. Posts are published systematically, with an average frequency of 5 daily posts. Each entry contains an exciting and elaborate infographic (Facebook, n.d.-c).

"Zmigrod - the municipality from A to Z" - is the slogan that welcomes the website of the municipality of Zmigrod. In addition to the News, the "Discover Zmigrod" tab is noteworthyPalace and Park Complex, Barycz Valley and Biodiversity Gardens (Urząd Miejski w Żmigrodzie, n.d.-a). As a new attraction of the Barycz Valley, the gardens have enriched the Żmigród municipality with another place of rest and recreation for residents and tourists. The area's main attraction is the natural biodiversity clusters(Urząd Miejski w Żmigrodzie, n.d.-b). Particularly noteworthy, in terms of recognition and continued development, is that Zmigrod has one of eight in the world, a unique test track of the Railway Institute. Tr trains use This track to gain the confirmation necessary for safe driving on railroad tracks (Urząd Miejski w Żmigrodzie, n.d.-c).

As part of social communication with Żmigród Municipality stakeholders, official social media profiles are maintained on Facebook, Instagram and YouTube. The Żmigród municipality's Facebook fanpage has been run by the Department of Education, Promotion and Non-Governmental Organizations since 2010, with an average of two posts published daily (Facebook, n.d.-e). Under most posts, there are comments, mostly from residents who want to have a tangible impact on the development of the municipality and the improvement of commuting to Wroclaw. The municipality's account on Instagram was activated in 2017, and information on it appears every few days (Instagram, n.d.-c). The earliest, in 2009, a YouTube channel was established, containing videos related to Zmigrod and events relevant to the municipality's development. The channel is subscribed to by 259 people, and 135 videos have been published so far (YouTube, n.d.-b).

In conclusion, through several communication channels, the satellite cities of Wroclaw selected above are resilient in their social communication regarding their residents and the city's marketing environment. The efficient and systematic publication of social media posts identifies these cities as caring for the common good, integrating with various target groups, and keeping up-to-date on issues important to the region and the entire Wrocław agglomeration. By reading the collected information, it can be deduced that not all of the communication channels of a given city operate with remarkable commitment; hence it would be appropriate to focus precisely on their development, as different target groups prefer different channels.

6. Limitations

This article has several limitations. First, the literature review was based only on two selected scientific databases: Google Scholar and ScienceDirect. This choice may have limited the number and value of search results for relevant items. Second, the literature search used a few selected keywords and their combinations using Boolean operators, which may have omitted other scientific items in a given database. Selected electronic sources were used for the subject matter covered to complete the analysis. Thirdly, due to the scope of the presented analysis (only the Wrocław agglomeration), this article should be treated as a contribution to a more extensive, interdisciplinary research, which would help determine the specifics of satellite cities of other urban agglomerations in Poland. Finally, an essential limitation of the study is the narrowed description of the manifestations of social communication of selected satellite cities of Wroclaw, being, as it were, an introduction and signalling the functioning of these cities using various communication channels - mainly the website and social media. The article in its present form can be treated as an introduction to an in-depth analysis in the future, focusing, for example, on one selected satellite city of the Wrocław agglomeration, starting a series of articles on all other cities.

Despite the identified limitations of the study, this paper can be the beginning of a series of articles on social communication in satellite cities of monocentric urban agglomerations in Poland.

7. Conclusions and recommendations

The main objective of the article, which was to present examples of social communication in selected satellite cities of the monocentric agglomeration of Wroclaw, as well as specific objectives, has been achieved.

Social communication in satellite cities can bring many benefits, both for the residents of these cities and their authorities, in addition to translating into satellite city-urban agglomeration relations. The examples of social communication of selected satellite cities of the monocentric Wroclaw agglomeration given during the analysis indicate that the residents of these cities are highly involved in communicating relevant information about the city's events and initiatives. Websites and selected social media are essential daily communication channels between residents and authorities.

Several practical implications were developed based on the analyzed content of academic and industry items. First, all communication channels used by Wrocław's satellite cities should be kept up-to-date and systematically publish essential information for their residents and other

stakeholders. Secondly, the importance of communicating the attributes of a satellite city to its external and internal environment should be frequently highlighted and emphasized as the basis for building an identity strategy for that city. Third, since the effectiveness of the social communication process determines the city's image in its marketing environment, care should be taken to ensure the transparency of communication messages within official social media profiles. Finally, the activities and initiatives of the local authorities of satellite cities should ensure a high level of municipal services, thereby increasing the involvement of residents in local affairs.

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