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**TURKISH COMPANIES VALUE CREATION THROUGH SOCIAL MEDIA TOOLS: ANALYZING OF FORTUNE 100 TURKEY.**

**ABSTRACT**

For having business value, corporations need to incorporate community building as part of the implementation of social media. This paper's aim is to determine whether firms use social media channels to interact with customers or not is determined by providing a linkage through their website. Features are assigned with a coding schema based on the previous studies related to this paper and social media tools insights. How they benefit from social media applications, which features of the tools they mostly use and manage. Content analysis is used to determine the results. Reliability of the variables determined by Cronbach Alpha and it is found highly sufficient to be analyzed.

We analyzed the elements through pages are evaluated for Facebook page (for instance; fans, talking about, age interval, posting frequencies, photo albums, CSR albums, profile picture, Facebook through twitter page, Facebook through YouTube page, firms contact info, firms URL, posts about nations' private days, if fans can post any note without getting permission directly or not, page feature) and for twitter accounts of the firms, we analyzed 100 firms webpage according to their twit number, conversation sharing frequency (timely), twit followers, and following numbers. 29% of the firms have Facebook account and 23% of them have twitter account.

**Key Words**: social media, value creation, Facebook, twitter, Fortune 100, Turkey

## 1. INTRODUCTION

Today's developing world, communication methods have changed sharply by the effect of globalization. Modern communication tools replaced traditional methods such as telegram, telephone, fax, letters. After the invention of computers, web technology created virtual customer environments. The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them (Mangold and Faulds, 2009: 357). Social

media is the use of web based and mobile technologies to turn communication into interactive dialogue ( Bhanot, 2012: 47).

New social media, like Facebook, YouTube and Twitter, are being adopted by a growing number of entrepreneurs who seek to deploy them for the benefit of their business (Fisher, Reuber, 2011:1). Web 2.0 social media applications such as Twitter and Facebook create new opportunities for firms to improve their internal operations and to collaborate in new ways with their customers, business partners, and suppliers (Culnan, et.al, 2010:243). This new interactive media developed blogs, forums and social networking platforms rapidly and talking, sharing, liking based relations are formed between users. In this context, usage of social network sites let users find individuals, who have common emotional or social aims (Ross, et. al., 2009).

Rapid disperse of information technologies caused the formation of new strategies for companies. Today more companies adopting their strategies to Integrated Marketing Communication. Companies try to reach customers in every way with a single message. With this strategy company carefully integrates and coordinates its many communication channels to deliver clear, consistent, and compelling message about the organization and its brands (Kotler, Armstrong, 2006:430). Therefore companies need to monitor the new communication tools and try to create more loyal customers using social media effectively.

In this study we aim to demonstrate how companies use social media tools such as Facebook, Twitter, Youtube, and Blogs and what should they do to gain full business value from social media. This article starts by describing social media tools and strategies for companies. Next the authors benefited from the list of Fortune 100 firms' social media usage by using their websites. Mainly Facebook and twitter accounts of the firms were analyzed by content analysis method due to their popularity is higher than others. The list of the firms is gathered from fortune 500 Turkey July 2012.

## 2. THEORETICAL FRAMEWORK

Over the decade, social media has changed all communication methods all around the world. From consumers to companies in which every part of value chain, adopted themselves this new communication infrastructure. Social commerce involves using web 2.0 social media

technologies and infrastructure to support online interactions and user contributions to assist in the acquisition of products and services. Social media technologies not only provide a new platform for entrepreneurs to innovate but also raise a variety of new issues for e-commerce researchers that require the development of new theories (Liang, Turban, 2012: 5). As it shown in Figure 1, today's social media tools related to web 2.0. and today's profitable companies have to share data/ information by this way, otherwise it can not be easily possible to connect and communicate their customers or other partners.

**Figure 1:** Social media landscape



**Source:** http://archivesoutside.records.nsw.gov.au/tag/web-2-0/, (Access Date 21.08.2012).

New marketing job opportunities were arisen by this media channel and those are listed as a comic in figure 2. Their chief goal is based on three key factors that are related to each other. The three key factors are "create", "contact" and "collaborate" creating is the first step to enter to social media world, contact step will provide you lots of connections and collaborate is the last step to effect the firm's success.

**Figure 2:** Social Media Marketing New Jobs



This paper deals with the challenges firms which use the new social media applications such as Facebook, Twitter, YouTube, and Blogs to create more loyal customers and increased value with using such applications. Our research based on an analyses of Fortune 500's use of four social media platforms (twitter, Facebook, YouTube and blogs) to attract attention their customer and how their use of these platforms to attain value from social media platforms. This study starts by outlining a theoretical framework built on literature about new virtual customer environment social media. In the next part important clues how to create value for companies will be discussed and at the last part, findings of the study will be indicated with analyzing of Fortune 500's use of social media platforms.

Primarily key questions in this study are listed below;

- How companies are using Web 2.0 technologies such as Facebook, Twitter, Youtube and Blogs?
- For the successful implementation of these technologies what should companies do?
- Creation of value with adopting these technologies into companies' infrastructure are increasing the depth of engagement and loyalty within customers?

We use Fortune 500's use of four of the most popular social media platforms because since 1955, Fortune 500 published in the United States and among the most effective business analysis platforms.

**2.1 Virtual Customer Environment, Social Media**

According to Betsch and et all Web 2.0 is defined as Internet applications that enable users to create and upload new content, comment on existing content and share content with other users, e.g. discussion boards, web blogs and social media websites such as Facebook, Twitter, Wikipedia, LinkedIn and YouTube (Betsch, C., et.al. 2012: 2). These technologies allow companies to better communication such as collaborative writing (e.g.,wikis), content sharing (e.g., text, video, and images), social networking(e.g., Facebook), social bookmarking (e.g., ratings, tagging), and syndication (e.g., RSS feeds) ( Thackeray, R., et.al., 2008:339). These kinds of communication tools create new virtual environment for firms as well as consumers.

In the wake of more user-friendly blogs which enabled comments and discussion, three of the most popular and well known social media came into being one after another: the year 2004 witnessed the birth of social networking site Facebook, with video-sharing website YouTube and micro-blogging site Twitter emerging in 2005 and 2006 respectively (Zhou, 2011: 27).

With the power of virtual world, consumers started to take place on the important issues about companies, environment, and consumer rights. They are able to share contents or create new discussions. These websites are specifically known as friend-networking sites, in which the main purpose is to keep in contact with friends and family and make new friends (Muscanell, Guadagno, 2012:107).  Facebook is the most widely used social network site in Turkey and also all over the world.

| List of Continents on Facebook | | | |
| --- | --- | --- | --- |
| # | Continents | Users | Penetration |
| 1. | Asia | 245 997 460 | 6.36% |
| 2. | Europe | 245 188 240 | 30.18% |
| 3. | North America | 233 887 120 | 44.25% |
| 4. | South America | 132 002 280 | 33.28% |
| 5. | Africa | 44 920 240 | 4.82% |
| 6. | Australia and Oceania | 14 357 380 | 41.43% |

Source: Socialbakes.com (Access Date, 30.08.2012).

32 out of 35 million internet users in Turkey are determined as Facebook users. According to a recent research that is included in Marketing Turkey (2012), 92% of Internet users in Turkey have facebook account on Facebook. Addition to this, also another tool is called "twitter" and its usage is also increasing day by day and approximately 6,5 million Turkish users have Twitter account (Marketing Turkey, 2012). Young adults are the user group that uses social media sites most. 3/4 of young adult internet users are below age of 25. Moreover, these people have profiles in social network sites (Correa, et.al.,2010; Lenhart, 2009).

Twitter is the leading platform among "micro blogging" forms of social media that provide a way of broadcasting brief posts (Fisher, Reuber, 2011:3). Twitter helps users to share their ideas in a more shorten word formats. Using micro blogging sites, people can communicate with their chosen network in a real time, heavily abbreviated content format (maximum 140 characters) that may include an URL (Harris and Rae, 2009:26). Twitter is also populated by companies and institutions of all sorts; there is an excellent chance that the producers of your favorite products are on Twitter, tweeting news designed to entice you to spend more (Click, Petit, 2010:139).

Another important issue for the social media users is blogging. The most popular blogs tend to embody the concept of Web2.0: the blogger writes and publishes an entry ,and readers respond in the blog's comments or even on their own blog (Click, Petit, 2010:141). Also companies use bloggers as a marketing strategy. Companies organizes events or meetings with their consumers and bloggers before launch their new products or campaigns. Kayra is an important wine producer in Turkey and every year Kayra organizes competition which name is "legend looking for gourmet". With this competition Kayra Wines calling its consumers and bloggers various provinces of Turkey to contribute tasting new kind of grapes and wines, teaching better pairs of wine and food with the head of wine specialist and food writers (http://www.efsanebuzbag.com/s/ega.html, 30.08.2012).

### 2.2 Global Companies Creating Value with Social Media

If social media used effectively, it also may encourage participation in projects and idea sharing, thus deepening a company's pool of knowledge. Social media technologies may bring greater scope and scale to organizations as well, strengthening bonds with customers and improving communications with suppliers and outside partners (Bughin, et.al., 2009:11).

As the main purpose of marketing communication is to improve customer equity drivers by strengthening customer relationship and creating purchase intention, SMM activities contribute as effective marketing communication methods (Kim, Ko,2011:5).

For creating value with power of the social media, companies should manage the social media transactions effectively. If the companies use social media power in a strategic way, gaining a competitive advantage and creation of value is easy but also vice versa. The food company Nestlé was purchasing palm oil from Sinar Mas, an Indonesian company that has been found to be destroying carbon-rich peatlands and rainforests in Indonesia. These practices documented by Greenpeace in satellite images and photographs keep pushing the orangutan closer to extinction and accelerate climate change (Greenpeace.org, 13.12.2011). Then Greenpeace started for (developed or created) a campaign against Nestle. With this campaign Nestle urged supporters to share a video, and Nestle's official Facebook account has been entered many negative comments. Nestle responded to the threat of deleting profiles of fans in this situation. Reactions on Nestle, Nestle CEO Peter Brabeck-Letmathe issued a statement that said that a number of measures correspond to the destruction of forests. In contrast with this example, some astute companies are leveraging social media to good marketing effect. Consider Procter & Gamble's Old Spice brand. Real success came from its posting on YouTube with millions of downloads, very successful humorous tweets on Twitter, and the creation of a hugely popular fan page on Facebook. Sales of Old Spice increased by 55% tween April and June 2010 (Berthon, et.al., 2012:4, Pitt, et.al. 2011).

In an age of the social web, "branding is the dialogue you have with your customers and potential customers. The stronger the dialogue, the stronger the brand; the weaker the dialogue, the weaker the brand" (Weber 2009, p.99). Another example for a strong branding is Dell's story.  Since 2006, Dell has developed a comprehensive strategy to rebuild relationship with its customers. Characterized with not only using existing social networking sites such as Facebook and Twitter, but also creating its own sites, Dell reaches wider demographics thus more open conversations and engagements are made possible. As Jeff Jarvis wrote after seeing Dell's endeavor, "in the age of customers empowered by blogs and social media, Dell has leapt from worst to first" ('Zhou, 2011: 30, Dell's Hell' 2007).

The examples given above is already tell us how is important create a virtual world to consumer for companies. Therefore creating value is up to the creating real fans and

connecting them in an emotional way. The "value of a fan" can be assessed in three primary ways ( Lipsman, A.,et.al., 2012:40)

1.  increasing the depth of engagement and loyalty among fans;
2.  generating incremental purchase behavior;
3.  Leveraging the ability to influence friends of fans.

## 3. METHODOLOGY

Based on the Culnan and et.al, (2010), *"How Large U.S. Companies Can Use Twitter and Other Social Media to Gain Business Value"* paper, it led us to investigate the situation for Turkey's firms. Utilizing from its methodology and analyzing 10 out of 500 Fortune 500 firms websites through social media channels, led us to evaluate Fortune 100 firms social media usage.  By analyzing through pretest we identify our coding schema. Between July and August 2012, we gathered data from 100 out of Fortune 500 companies on their mainly use of Facebook, Twitter and also other social media channels; YouTube, blogs, pinterest, LinkedIn, foursquare and other links. To achieve this, we firstly identified the web address of initial100 firms according to the list of Fortune 500 Turkey, July 2012 volume. Then, we googled firms address identified as in the list.  We visited the homepage of the companies to reach and evaluate their social media applications. We have some research questions:

1.  Are the applications readily accessible from the firm's homepage (links or via search)? The authors of this paper analyzed just the webpage's accessibility to their social media links through their pages. And addition to this, in which page the links are appeared (home page, contact us, or about us or others)?
2.  How many firms have the social media tools in their pages and which of the tools are frequently preferred by the firms? For Facebook  how many firms have and their usage frequencies of items included in Facebook page (for instance; fans, talking about, age interval, posting frequencies, photo albums, CSR albums, profile picture, Facebook through twitter page, Facebook through YouTube page, firms contact info, firms URL, posts about nations' private days,  if fans can post any note without getting permission directly or not, page feature) for twitter accounts of the firms, we analyzed  100 firms webpage according to their twit number, conversation sharing frequency (timely), twit followers, and following numbers. For other social link we determined them as You Tube, Foursquare, Pinterest, and blogs, LinkedIn, daily

motion or others. Nowadays, the two main popular tools are Facebook and Twitter for Turkey.

July 2012, the list of Fortune 500 was announced for Turkey's best companies in terms of their net sales. We determined the first 100 companies' webpage's. We dedicated this by using content analysis coding with 1 indicating that they have "yes" and 0 is indicating that they do not have "no". Content Analysis is recognized as a research technique used in various fields, for instance, in marketing, psychology, communication, social science, with the introduction of web-based information, content analysis has become a significant research method (Banna and et al, 2009,1). The data's reliability analysis and their means were computed. Nunnally (1978) suggest that Cronbach's Alpha value of .60 is sufficient for early stage or exploratory research. Alpha value is widely used one to detect the internal consistency among the variables. According to the results of Cronbach Alpha if the value is equal to or greater than 0,60 it means that, coefficient of internal consistency among variables is highly sufficient for Social Science. Depends on the scale's reliability score, Alpha value is higher than this score and its sufficient level is higher as well as it shown in table 3.1 below.

**Tablo 3.1. Reliability Score for the Variables**

| Cronbach's Alpha | N of Items |
|---|---|
| ,729 | 19 |

## 4. FINDINGS

Our research findings are based on an analysis of the Fortune 100 (Turkey) companies' usage frequencies of the most popular social media platforms—Twitter, Facebook, blogs, and others—to interact with their customers. According to the frequencies listed below in table 4.1, indicated that the firms rarely use the social media tools for reaching to their current and potential target via their websites.

**Table 4.1. Frequency of Social Media Tools for the Selected Firms (Percentages-%)**

| Social Media Tools | | | | | |
|---|---|---|---|---|---|
| Facebook | | Twitter | | Others | |
| Yes | No | Yes | No | Yes | No |
| 29 | 71 | 26 | 74 | 8 | 92 |

Others are occurred from YouTube (%6), company blogs (%1), LinkedIn (%2), Pinterest (%1), LinkedIn and pinterest (1%), Google + (%2), all of the three: google+, pinterest, LinkedIn, (%1) and daily motion (%1). Facebook is widely used one. 29% of the sample preferring Facebook and for twitter account 26 % of 100 firms prefer having this account.

**Table 4.2. Facebook versus Twitter Account (%)**

| | | | Facebook | | |
|---|---|---|---|---|---|
| | | | Yes | No | Total |
| Twitter Account | Yes | Count | 23 | 0 | 23 |
| | | % within Facebook | 79,3% | ,0% | 23,0% |
| | | % of Total | 23,0% | ,0% | 23,0% |
| | No | Count | 6 | 71 | 77 |
| | | % within Facebook | 20,7% | 100,0% | 77,0% |
| | | % of Total | 6,0% | 71,0% | 77,0% |
| Total | | Count | 29 | 71 | 100 |
| | | % within Facebook | 100,0% | 100,0% | 100,0% |
| | | % of Total | 29,0% | 71,0% | 100,0% |

As it shown in Table 4.2, 79,3% of the sampling firms have both Facebook and Twitter accounts, together.  20,7 % of the firms that have Facebook account but no twitter account.

Then, we evaluated the social media tools appearance on the web page of the firms. We identified the three chief valid: homepage, about us and contact info, this variables statistical analysis results are shown in Table 4.3.

**Table 4.3. Social Media Tools Appearance**

| Valid | Frequency |
|---|---|
| None | 71 |
| Homepage | 26 |
| About us | 1 |
| Contact info | 2 |
| Total | 100 |

According to the table 4.3, social media tools appearance of the firms are assigned and they are aligned as highly in their homepages (26 firms). And other links are, "contact information" and "about us" sections of the pages.  For this paper each of the social media tolls are evaluated according to their features and the results of the each tool are aligned in the tables below:

- **Twitter:**  originally intended for people to post answers to the question "What am I doing? Now" in 140 characters or less, but has evolved into much more than that (www.dessci.com,21.08.2012). Evaluating the Twitter account of firms the results are shown at the following tables (table 4.4, twitter notifications and table 4-5, daily conversation following of the firms);

**Table 4.4. Twitter Notifications of the Firms**

| Twit followers | Frequency |
|---|---|
| 0-500 | 10 |
| 501-1000 | 2 |
| 1001-1500 | 1 |
| 1501 and up | 10 |
| Total | 23 |
| **Number of tweet** | **Frequency** |
| 0-100 | 11 |
| 101-500 | 5 |
| 501 and up | 7 |
| Total | 23 |
| **Twit following** | **Frequency** |
| 0-100 | 17 |
| 101-200 | 2 |
| 201 and up | 4 |
| Total | 23 |

It is shown at the table 4.4, 23 out of 100 firms have twitter account and their account information's in terms of tweet numbers, twit account followers (who visit and pursue the account of the firm) the number of following that the company visit and pursue the others. It is widely shown that the firms that have twitter account and a link in their webpages have approximately 0-500 followers in their twitter account. We found some zero followers, zero tweets and zero following in their account when we linked thoroughly to the page, for that reason we classified twit followers, twit following or tweet numbers starting with zero. 0-100 interval is suitable for three of the variables. In table 4.5, it is presented that daily conversation tweet for twitter accounts. This means whether the company shares any events, campaigns, photos or anything regularly in a day or not. For twitter accounts firms mostly share their up to date information or anything else with their followers. As it shown

in the table the firms that have twitter account mostly use daily conversations with their followers.

**Table 4.5. Daily Conversation of the Firms (For Twitter Account)**

| | | | Daily conversation twitter | | Total |
|---|---|---|---|---|---|
| | | | Yes | No | |
| Twitter Account | Yes | Count | 18 | 5 | 23 |
| | | % within twitter account | 78,3% | 21,7% | 100,0% |
| | | % of Total | 18,0% | 5,0% | 23,0% |
| | No | Count | 0 | 77 | 77 |
| | | % within twitter account | ,0% | 100,0% | 100,0% |
| | | % of Total | ,0% | 77,0% | 77,0% |
| Total | | Count | 18 | 82 | 100 |
| | | % within twitter account | 18,0% | 82,0% | 100,0% |
| | | % of Total | 18,0% | 82,0% | 100,0% |

The table 4.5, shows the percentage of 78,3 firms reply any comments or questions and at the same time they share their current events and announcements.

- **YouTube:** online video sharing and uploading site that is a destination for youth audiences, test enthusiastic, and business community (www.educause.edu, 21.08.2012). the valid percentage of YouTube users of Fortune 100 Turkey companies are listed at the table 4.6, with the answer "Yes", it is 6%.

**Table 4.6. YouTube Users list of Fortune 100 Turkey**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Yes | 6 | 6,0 |
| | No | 94 | 94,0 |
| | Total | 100 | 100,0 |

- **Foursquare**: it is one of the new applications for Turkey. Foursquare is a free app that helps you and your friends make the most of where you are. When you're out and about, use foursquare to share and save the places you visit. And, when you're looking for inspiration for what to do next, we'll give you personalized recommendations and deals based on where you, your friends, and people with your tastes have been. Whether you're a mom-and-pop shop, a national chain, or a brand, foursquare can provide you with tools to engage with your customers and fans

(www.foursquare.com, 21.08.2012). There are just one firm (healthcare industry) that has this application through its webpage to reach its consumers and the others.

**Table 4.7 Other Social Media Usage of Fortune 100**

| Valid | Frequency |
|---|---|
| LinkedIn | 2 |
| Pinterest | 1 |
| LinkedIn +pinterest | 1 |
| Google+ | 2 |
| Google+,LinkedIn, pinterest | 1 |
| Daily motion | 1 |
| Total | 8 |

 Table 4.7, indicates that the results for other social media channels for the firms that use any of them as a tool in their WebPages.  They are the new applications. *Pinterest*-is a virtual pin board, lets you organize and share all the beautiful things you find on the web (www.pinterest.com, 26.08.2012)-, *Google +(plus)-* aims to make sharing on the web more like sharing in real life (www.plus.google.com,26.08.2012)-, *LinkedIn*- is the world's largest professional network with over 175 million members and growing rapidly (www.learn.linkedin.com/what-is-linkedin,26.08.2012) and *Daily Motion*- a kind of video sharing site for users.

- **Facebook:** Pages are for businesses, organizations and brands to share their stories and connect with people. Like timelines, you can customize Pages by adding apps, posting stories, hosting events and more. Engage and grow your audience by posting regularly. People who like your Page will get updates in their news feeds (www.facebook.com, 21.08.2012). Facebook is most widely used in Turkey, depending on the results of the statistics are shown in the following tables for Turkey, figure 4.1 shows the statistics in terms of the interval of age for Turkey and table 4.8 shows the profile of Facebook users in Turkey. (www.socialbakers.com, 25.08.2012).
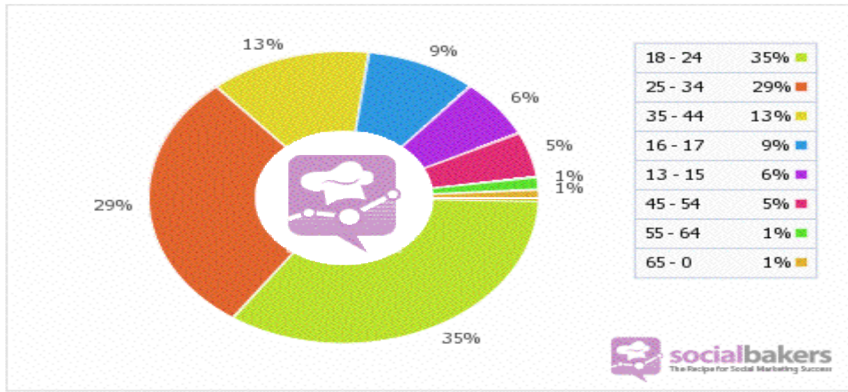
Figure 4.1. Age of users of Facebook for Turkey

**Table 4.8. Facebook Profile for Turkey**

| Total Facebook Users: | 31108760 |
|---|---|
| Position in the list: | 7. |
| Penetration of population: | 39.98% |
| Penetration of online population | 88.88% |
| Average CPC: | $0.13 |
| Average CPM: | $0.07 |

As it shown in table 4.8, 31.108.760 people or companies around Turkey have Facebook account as an individual page or company page. Becoming a popular in Turkey more of the firms also started to have this account to reach their customers. Table also presents the current results for positioning in the world as a 7th, penetration of population, online population, and others.

With Fortune 100 Turkey 2012 list, the authors evaluated the Facebook pages through their websites to occur the profile of Fortune 100 about their social media usage. The results are demonstrated in the following tables: Table 4.9 showing the results for profile picture of the firms (firm's logo, nation's flag, slogan, or others). Table 4.10, shows the results of permissions for posting any notes or comments directly. Table 4.12 Page Features of Facebook pages of Fortune 100 Turkey. Table 4.13. Firms' Facebook pages' information (e.g, firms' URL, contact info, etc.). Facebook Albums of the Firm's pages are shown in the following Table 4.14.

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**Table 4.9.  Facebook Profile Picture of the Fortune 100 Firms.**

| | | | Profile Picture | | | |
| | | | company Logo | None | Slogan | Total |
|---|---|---|---|---|---|---|
| | Yes | Count | 26 | 1 | 2 | 29 |
| | | % within Facebook | 89,7% | 3,4% | 6,9% | 100,0% |
| | | % of Total | 26,0% | 1,0% | 2,0% | 29,0% |
| | No | Count | 0 | 71 | 0 | 71 |
| | | % within Facebook | ,0% | 100,0% | ,0% | 100,0% |
| | | % of Total | ,0% | 71,0% | ,0% | 71,0% |
| Total | | Count | 26 | 72 | 2 | 100 |
| | | % within Facebook | 26,0% | 72,0% | 2,0% | 100,0% |
| | | % of Total | 26,0% | 72,0% | 2,0% | 100,0% |
| | | | | | | |

According to the table 4.9, most widely companies (89,7%), determined their company's logo in their Facebook profile picture.  From the remaining part 6,95%  of them use any slogans they pursue.

**Table 4.10 Permission for Posting Any Notes Or Comments for Fortune 100 Firms**

| | | | Fans Can Post Notes Without Permission | | |
| | | | Yes | no | Total |
|---|---|---|---|---|---|
| Faceboo k | Yes | Count | 14 | 15 | 29 |
| | | % within Facebook | 48,3% | 51,7% | 100,0% |
| | | % of Total | 14,0% | 15,0% | 29,0% |
| | no | Count | 0 | 71 | 71 |
| | | % within Facebook | ,0% | 100,0% | 100,0% |
| | | % of Total | ,0% | 71,0% | 71,0% |
| Total | | Count | 14 | 86 | 100 |
| | | % within Facebook | 14,0% | 86,0% | 100,0% |
| | | % of Total | 14,0% | 86,0% | 100,0% |

48,3% of the firms Facebook pages listed in July 2012 Fortune 100 are suitable for writing any comments, recommendation or notes anytime you wish without getting permission. These pages are fit to directly sharing everything. The remaining part of the firms (51,7%), do not allow directly writing up anything. The followers or fans can just write their comments under the events or announcement that the firm has shared.

**Table 4.11 Age Interval of the Fans of Fortune 100 Firms**

| | | | Fans Age Interval | | | | |
| | | | 0 | 18-24 | 25-34 | 35-44 | Total |
|---|---|---|---|---|---|---|---|
| Faceboo k | Yes | Count | 0 | 15 | 13 | 1 | 29 |
| | | % within Facebook | ,0% | 51,7% | 44,8% | 3,4% | 100,0% |
| | | % of Total | ,0% | 15,0% | 13,0% | 1,0% | 29,0% |
| | No | Count | 71 | 0 | 0 | 0 | 71 |
| | | % within Facebook | 100,0% | ,0% | ,0% | ,0% | 100,0% |
| | | % of Total | 71,0% | ,0% | ,0% | ,0% | 71,0% |
| Total | | Count | 71 | 15 | 13 | 1 | 100 |
| | | % within Facebook | 71,0% | 15,0% | 13,0% | 1,0% | 100,0% |
| | | % of Total | 71,0% | 15,0% | 13,0% | 1,0% | 100,0% |

According to the interval identified on the social bakers' site, the results in Table 4.11 shows the Facebook users of these firms and indicated that most Facebook Fans are occurring from 18-24 interval of age (51,7%).

**Table 4.12 Page Features of Facebook pages of Fortune 100 Turkey**

| | | | Page Feature | | | |
| | | | Public | Private | None | Total |
|---|---|---|---|---|---|---|
| Faceboo k | Yes | Count | 20 | 6 | 3 | 29 |
| | | % within Facebook | 69,0% | 20,7% | 10,3% | 100,0% |
| | | % of Total | 20,0% | 6,0% | 3,0% | 29,0% |
| | No | Count | 0 | 2 | 69 | 71 |
| | | % within Facebook | ,0% | 2,8% | 97,2% | 100,0% |
| | | % of Total | ,0% | 2,0% | 69,0% | 71,0% |
| Total | | Count | 20 | 8 | 72 | 100 |

| | % within facebook | 20,0% | 8,0% | 72,0% | 100,0% |
|---|---|---|---|---|---|
| | % of Total | 20,0% | 8,0% | 72,0% | 100,0% |

69% of the firms have public account that means that anyone can see and visit the pages without being one of the members, three of the firms have accounts such like "add as a friend link".

**Table 4.13. Firms' Facebook pages information**

| Valid | Yes | |
|---|---|---|
| | % | Frequency |
| Firm's contact information | 75,9 | 22 |
| Firm's URL address | 69 | 20 |
| Facebook related link to twitter | 27,6 | 8 |
| Facebook related link to YouTube | 10,3 | 3 |
| Post about nation's private days | 69,0 | 20 |

As it shown in the table above (Table 4.13), firms Facebook pages features are evaluated in terms of some information that they have. % 75,9 of the firms have contact information of their firm's in their Facebook pages, %69 of them have URL address (company full webpage address), 27,6 % of them have a feature to link to their twitter pages and 10,3 of them have link to their YouTube. In their Facebook pages, we evaluated their sharing events as well. We recognized that 69% of them are posting their good wishes to celebrate nation's private days or times.

**Table 4.14. Facebook Albums of the Firm's pages**

| Valid | Yes | |
|---|---|---|
| | % | Frequency |
| Albums related to social media competitions | 31 | 9 |
| Albums related to Corporate Social Responsibility | 58,6 | 17 |
| Albums related to their company's profile, employers, products | 79,3 | 23 |
| Albums related to their advertising campaigns | 55,2 | 16 |

According to the table's results show that, photo albums created by the firms for their Facebook pages to connect with their fans. 31% of them have the albums of social media

competitions, some times the firms organize some competitions with prizes to be visited by more of the fans and they share their photos of the competitions with albums. 58,6 % of them have CSR albums that includes their facilities for supporting the society.37,9 % of them share their photos of education supporting facilities, 27,6 % of them share their supporting sport facilities, 17,2 % of them have separately their health and Human rights supporting photos. 79,3% of them have albums to demonstrate their personnel, their products, other statistical information or their  public relations facilities. 55,2% of them have advertising campaigns photos.

 The last evaluation is for Facebook pages fans features- like and talking about- as it shown in table 4.15.

**Table 4.15. Fans Features of Fortune 100 Firms Facebook Pages**

| Fans (like) | Frequency | % |
|---|---|---|
| 0-200.000 | 23 | 79,2 |
| 200.001-1457595 | 6 | 20,8 |
| | | |
| Fans (Talking about) | freq | % |
| 0-1000 | 19 | 65,5 |
| 1001-52843 | 10 | 34,5 |

## 5.  DISCUSSION

Social media platforms such as Twitter and Facebook enable the creation of virtual customer environments (VCEs) where online communities of interest form around specific firms, brands, or products (Culnan, et al., 2010:243). Contacting to customers by creating a page is a vital media tool today's e-environment. Each one can connect to anything, any place, any good and bad comments of any products or any place or anything, any time by using their mobile phone technological applications or just entering to the pages of twitter or Facebook.

Web 2.0 social media applications such as Twitter and Facebook create new opportunities for firms to improve their internal operations and to collaborate in new ways with their customers, business partners, and suppliers (Culnan, 2010:244).

This paper focuses on  identifying  firms face as they implement social media applications to interact with customers, and on the value such applications provide through their WebPages or not.  We analyzed the list of Fortune 500 Turkey's 2012 firms by selecting the initial 100 firms according to their net sales. 29 % of the firms have Facebook account and 23% of the

firms have Twitter account as well. Results are figured in tables in the findings side and they show that social media linkages are not sufficient enough.

### 6. LIMITATIONS

Through this paper, we analyzed fortune 100 firms' webpages whether they have social media linkages through or not. If they have we analyze the official web pages of their firm. We did not Google the firm's name plus Facebook (e.g. "koluman+ Facebook"). Some researches were done by choosing this method however we have just analyzed the official linkage provided by the firm. Fortune 500 Turkey is announced in July 2012 and we gathered the data according to this list. Between July and August 2012, our scheduling for obtaining data from webpages of the firms, due to the limited time we could not have a chance to check if they add any social linkage through their websites. Because of the announcement time was so close to our papers preparation time we have only analyzed first100 firms' pages.

### 7. FURTHER RESEARCH

For further research, based on this paper the authors plan to investigate more than one country's Fortune 500's lists to determine the huge social media power then compare the country's interest. Sampling size will be more sufficient to analyze.

### 8. MANAGERIAL IMPLICATIONS

Over the past five years social media have impacted emergency management and disaster response in numerous ways (Crowe, 2010). Firm starts to addict to the social linkages in time. Otherwise they have not sufficient choice to connect with their customers or other parts. People may have Facebook twitter and other applications in their smart phones etc.

The power of social networks as Facebook and Twitter comes from their ability to quickly share information about your life with other people. But along with that ability, comes the risk of sharing sensitive information with the wrong people, and that risk increases as your network grows well beyond your core circle of friends (Null, 2009). So the firm must control and manage these social media tools officially itself otherwise untrue information can spread up fast.

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