



The International Conference on Communication and Media 2014 (i-COME'14), 18-20 October 2014, Langkawi, MALAYSIA

## Point of View to Social Responsibility Understanding from Social Media (Facebook Sample)

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### Abstract

Especially because usage speed and usage extensity of the internet spreads on the base in the all parts of our life, it is transferred into a different area to create awareness in social responsibility activities of mutual consumer-producer axis, to increase the dignity of business organization before the potential and current customers and to create a social awareness. In this study, news published within the year of 2013 related with the enterprises taking place in first five according to 8th "Corporate Social Responsibility Leaders" research data realized by Capital Magazine in Turkey with GfK Turkey in the year of 2013 in relation with the social responsibility projects taking place in Facebook were analyzed with quantitative content method.

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Peer-review under responsibility of School of Multimedia Technology & Communication, Universiti Utara Malaysia.

*Keywords:* Social media; social responsibility; Facebook

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### 1. Social responsibility and social media

Boone and Kurtz; indicate social responsibility of the enterprises, because of the activities executed from production to consumption, as the adoption of policies, procedures and acts limiting the enterprise in terms of harmful effects to the community and forcing to have contribution in the welfare of the community and foreseeing this (Boone & David, 1992, p. 73).

According to definition done by European Commission, corporate social responsibility is the concept of the enterprises for their social, environmental matters by being based on volunteering rudiment, which can be integrated

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with their organizational activities and interactions with their social stakeholders. Having social responsibility is not only fulfilling official expectations, by going further from volunteering, it is making more investment in human capital, environment and relations with the shareholders (Commission of the European Communities, 2001, p. 6, Cited from Aktan & Börü, 2006, p. 192).

Enterprises assuming responsibility in terms of social aspect is rehabilitating welfare of the community adopted and conducted by the institution and voluntary business practices and investments supporting social topics for the protection of the environment. At the same time, social responsibility practices make reference also to psychological and emotional needs together with welfare, health and safety (Kotler & Lee, 2006, p. 201)

Corporate social responsibility is also handled as an approach reflecting to give back to community what is taken from it which develops with sustainable development concept and started to take place in the center of business models. On the other hand, International Organization of Employers (IOE) also defines social responsibility of the enterprises as the voluntary initiatives integrating social and environmental topics of the enterprises to business activities and interactions with the stakeholders (Pirler, 2005, p. 7; Şengel, 2014).

Social responsibilities of enterprises devoted to community can be expressed as providing contribution for the correction and rehabilitation of circumstances within the community. In this context, enterprises fulfill their social responsibilities by making investment to issues (hunger and poor nutrition, poverty, unemployment, employment possibilities in the orientation of disable persons, prevention of violence, protection of environment and developing consciousness of environment, etc.) and these areas and by providing support for the solution of these issues. In addition to this, enterprises conduct social responsibilities in social meaning by giving support to charity organizations, education and health works, artistic activities. Education is one of the areas where enterprises have most of the activities in social context. In the area of providing contribution to education, enterprises open institutions devoted to education, give supports to education institutions, organize activities together with education institutions and arrange trainings in various topics concerning the community and they try to accomplish their social responsibilities through these implementations.

Edelman's research realized in the year of 2009 with 6000 consumers in 10 different countries and examining the activities of the enterprises conducted in relation with social responsibility projects with the eyes of the consumer corroborates win-win (mutual winning) situation. Research shows that peoples of the world have social responsibility consciousness and their only need to set them into motion is to witness social responsibility projects which can internalize them and to inform them about the projects. Step to be taken in this direction is to reach from the easiest way with the most effective way. Right at this point, "Social Media" concept is needed more because of giving possibility for instant information exchange, having its effect increase by sharing and being more lasting as compared with traditional media tools. Because, social media channels, with regard to traditional media, is much faster and interactive. Even though they do not have fast and rich feedback possibilities of face to face communication one-to-one, most social media is at the level of being able to create a high social readiness. This situation has made it possible for the enterprises establish efficient communication with their target groups by being based on dialogue in terms of mediational communication possibilities as well and this has also increased negotiation and accordance skill (Köseoğlu & Köker, 2014).

At the same time, social media is a concept providing possibility for interaction by having the users share their information, opinions and areas of interest of the users with each other by containing online tools and web-sites, integrating technology and social entrepreneurship with words, pictures, videos and audio files. Social media environments are the communication mediums on the internet such as blogs, online chats, RSS, social web sites, forums, podcasts, online chat environments, e-mail chains, virtual worlds, wikis which are interactive, easy to use and open for participation ([www.spannerworks.com/ebooks](http://www.spannerworks.com/ebooks) 5). Consequently social media environments present the mediums for the enterprises where they can establish one-to-one interaction with their target groups, where two-way communication is possible, open for sharing and participation.

Social media environments are the newest communication channels where enterprises are able to support their activities in the area of public relations and particularly in the areas of spreading corporate communication messages, crisis management, event management, molding public opinion, cooperation with stakeholders and spreading social responsibility practices to all stakeholders. Social media channels are measurable and monitorable and they also give possibility for rapid information sharing and transmission and these are the important communication channel characteristics searched for in communication with the target groups.

A research realized by Wright and Hinson (2010, p. 19-21) “examining the way of using social media in public relations works” was done in the year of 2009 for the first time and it was repeated in 2010. Total of 1126 persons participated in the research by representing different segments of public relations from different regions of the world (agencies, companies, education institutions, non-governmental organizations, government and health services). According to results of the research, it was determined that particularly blogs, micro blogs (Twitter) and social webs (Facebook, LinkedIn etc.) have significantly changed the way of communication for the organizations established with the employees, customers, shareholders, communities, government and other stakeholders. While it was considered that search engines were the most important tools in the year of 2009, Facebook has taken its place in the year of 2010. The most popular ones of social network sites are Facebook and Twitter also in Turkey. While social network site Facebook’s global user number is 509.422.080, number of users in Turkey is 23.516.140.

## 2. Research

### 2.1. Research method

Objective of this study is to do analysis of social media tools gradually gaining importance at the present time to determine how they are used by the enterprises in the scope of the publicity of social responsibility practices to public opinion. This research was done by way of qualitative content analysis with marking required information on an evaluation form developed by visiting web-sites.

### 2.2. Main social body and formation of samples

In this study, news published within the year of 2013 related with the enterprises taking place in first five according to 8th ‘‘Corporate Social Responsibility Leaders’’ research data realized by Capital Magazine in Turkey with GfK Turkey in the year of 2013 in relation with the social responsibility projects outstanding in global sense were examined. However, since Arçelik is a subsidiary company of Koç Holding, it was found appropriate to be included in the scope of the next research of Doğan Holding. In the examination done, it was determined that Doğan Holding did not have Facebook account in its web-page, and for this reason, Eczacıbaşı Group taking in the next place was included in the research.

Table 1. The table of turkey’s CSR champions

New term CSR champions CSR leaders in the eyes of public		
2013	Company	Point
	Sabancı holding	6,28
	Turkcell	5
	Koç holding	4,68
	Yıldız holding	3,14
	Arçelik	3,08
	Doğan holding	1,47
	Eczacıbaşı group	1,28

By using qualitative content analysis; news were observed in Facebook in relation with the social responsibility activities of Sabancı Holding, Turkcell, Koç Holding, Yıldız Holding and Eczacıbaşı Group. Replies are searched for the below stated questions in the usages of Facebook examined throughout the year of 2013:

- How many persons follow social responsibility activities of the examined enterprises; how is the profile of followers?
- How many persons had comments in Facebook related with the social responsibility activities of the examined enterprises?
- What is the frequency of content sharing in Facebook related with the social responsibility activities of the examined enterprises?
- In which area social responsibility activities of the examined enterprises are concentrated?

### 3. Research findings

When message contents of the enterprises on Facebook page are observed, we may mention four categories. These are;

- Information, visuals and videos about social responsibility activities,
- Creative and supporting information in the areas of education, health, employment, creation, environment, sports, culture-art and sustainability,
- Announcement in the orientation of generating participants, consciousness against social issues and changing the attitudes,
- Announcement of the awards obtained in relation with social responsibility activities.

When followers of the enterprises related with social responsibility activities are observed, results are as follows:

Table 2. The table of the number of persons following the contents related with social responsibilities

Enterprises	Number of followers in social responsibility activities	Number of persons making comments to social responsibility activities	Number of persons sharing the contents related with social responsibility activities	Number of news taking place in facebook related with social responsibility activities
Sabancı holding	3133	248	686	57
Turkcell	4258	773	884	24
Koç holding	27048	1063	10479	42
Yıldız holding	1755	102	262	31
Eczacıbaşı group	8373	485	3422	62
Total	44567	2671	15733	216

As seen in Table 2, it is seen that the number of persons following the contents related with social responsibilities of Koç Holding (27048) is considerably more when compared with the other enterprises. Despite of the fact that Turkcell has the least number of news related with its social responsibility activities, when we also look at the number of persons following these activities, there are more persons following when compared with Sabancı Holding and Yıldız Holding. In this context, other than Koç Holding, the number of persons following, interpreting and sharing the news related with social responsibility activities is comparatively low when compared with Facebook general follower number of the other enterprises.

Table 3. Table of facebook page followers

	Facebook page followers
Sabancı holding	54,333
Turkcell	3,019764
Koç holding	96,274
Yıldız holding	48,466
Eczacıbaşı group	184,517

Followers of the enterprises are show quite diversity. There are comments for the social responsibility campaigns published by the enterprises, for the awards obtained in the name of social responsibility and producing benefits in the social sense by the enterprises in order to create sustainable impacts with the awareness of social responsibility and providing permanent benefit. Persons who manage this communication on the web-pages of the enterprises do not perform any intervention. Because, in general, followers put their thoughts into words related with social responsibility project and its activities rather than asking questions.

Opinions are generally in the form of liking and praising. Koç Holding's page is the one giving place to maximum comments and it is followed by Turkcell, Eczacıbaşı Group and Sabancı Holding. On the other hand, there are less number of comments done in the news related with the social responsibility activities of Yıldız Holding. When content sharing frequency of the enterprises is observed, it is seen that the most active enterprise is Koç Holding. When content sharing frequency of the enterprises is observed in general regarding their social responsibility activities, it is seen that contents they shared in Facebook in the year of 2013 was most shared within May with the rate of 25%. This is followed by 18% content sharing in April and 14% in March. Least amount of

content sharing was done in June and July.

According to research findings; in the year of 2013, when we look at the contents of the web-pages of the enterprises reflected in Facebook; 57 of the contents from 117 contents of Sabancı Holding (48%) are the contents related with social responsibility activities while 24 of the contents from 24 contents of Turkcell (20%); 42 of the contents from 102 contents of Koç Holding (41%); 31 of the contents from 63 contents of Yıldız Holding (49%) and 62 of the contents from 149 contents of Eczacıbaşı Group are the contents related with social responsibility activities. This situations shows us that Turkey's leader enterprises in social responsibility use social media effectively as social responsibility implementation area in order to introduce their news, to provide opinion on these subjects and to generate public opinion.

Social responsibility projects are examined under the headings of Education, Health, Environment and Social.

Table 4. The table of social responsibility activities

Enterprises	Education	Health	Environment	Social
Sabancı holding	4	-	-	53
Turkcell	14	-	-	10
Koç holding	8	1	4	29
Yıldız holding	2	1	8	20
Eczacıbaşı group	4	10	9	39
Total	32	12	21	151

When Table 4 is examined, enterprises have total news related with 216 social responsibility activities and concentration area consists of culture-art, sports, sustainability, violence in the family, women and children rights, employment, entrepreneurship and disables persons development with 70% (151). 15% (32) is seen as the area of attraction for education area, scholarship and support. 10% (22) is for the projects done in recycling, environment friendly technology development and environment areas. 5% (12) is the health projects done with the purpose of supporting quality and healthy living. These figures put forward that in the year of 2013, social responsibility leader enterprises have given more efforts in the context of to implement solution oriented projects for social issues and to increase living standard of the community and also in the context of producing social benefit. Additionally, having 32 social responsibility contents only in education area is the indicator of an important contribution devoted to this area.

### 3. Conclusion

Social Media (Facebook) usage, as the implementation area of Social Responsibility, provides and efficient, productive and measurable communication channel for the enterprises to announce their social responsibility activities, to have opinion and to generate public opinion on these topics, directing the followers to web-site, obtaining visibility, providing support for the actions or campaigns having the purpose of aid, building up trust.

During the execution of social responsibility campaigns of the enterprises, they call their page members to participate in the actions by using also Facebook environment alongside of traditional media mediums and they keep the concern for these activities alive and at the same time, they try to have them reached by more persons.

According to the results reached in the end of the study, enterprises have utilized Facebook medium effectively in order to appease announcement deficiency occurred in social responsibility implementations by fictionalizing their messages in the way they want. All enterprises have tried to keep their social responsibility projects alive through Facebook and to generate socially responsible company perception, to create agenda between the followers and to create talks about the projects. We can say that the most successful social media management was realized by Koç Holding. It is understood from the numbers of followers and talkers mentioning it Koç Holding has accomplished this.

When sharings of the enterprises for social responsibility activities done through Facebook is examined, it was observed that social media (Facebook) has been partially motivating in reaching the objectives such as creating sensitiveness for social subjects, recognition, announcement, establishing communication. We can explain this by having a few numbers of followers in the contents related with social responsibility activities and not having enough comment and content sharing.

Having the expansion of this examination to more enterprises, using other social media mediums more effectively alongside of Facebook may be useful in terms of social responsibility reputations of the enterprises and their awarenesses. At the same time, social media mediums (Facebook, Twitter, etc.) showing public space characteristic must be used even more efficiently in making the announcements of social responsibility activities to public opinion, in spreading the activities of education, health, environment to broader segments, in interaction with the persons of different cultures and in gaining the trust of the customers.

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