EFFICIENCY OF SOCIAL RESPONSIBILITY PROJECTS PROMOTED IN SOCIAL MEDIA

Hilal Yasatekin[1], Fahri Apaydin[2]

[1]Yalova University, Graduate School of Education, Department of Production Management and Marketing, Yalova, Turkey.
 207235001@ogrenci.yalova.edu.tr , ORCID: 0000-0002-6659-5030
[2]Yalova University, Department of Business Administration, Department of Production Management and Marketing, Yalova, Turkey.
 fahri.apaydın@yalova.edu.tr , ORCID: 0000-0003-1055-5109

ABSTRACT
Purpose- People's commitment to social media and their tendency to SRP are driving marketers and companies to SRP in social media. It is aimed to investigate which type of SRP is promoted in social media and which social media channels are more likely to share SRP-related posts. In the research, it is examined whether the attention and actions of the society are mobilized according to the age and income status of the society. One wonders whether social media has an impact on getting people to participate in the SRP and whether people's interest in social media has an impact on their participation in the SRP.
Methodology- A positivist research approach is adopted as the research design. The quantitative analysis method is used in the research. Data in the research is collected using an online questionnaire. In the published survey, 501 people who have completed the survey and are available are reached in total. Arithmetic mean, correlation, ANOVA and T-test are used to analyze the survey data.
Findings- SRPSM attracts the attention of the community and mobilizes the community to participate in these projects. In the fields of health, environment, and education; SRP is more widely promoted on Instagram and Twitter channels. Young people and people with a high-income level do not participate much in the SRP promoted on the social media channel. Social media is an effective tool to get people to participate in the SRP. People's interest in SRP on social media drives them to participate in SRP.
Conclusion- While the 1st and 2nd hypotheses are rejected, the 3rd and 4th hypotheses are accepted. It is assumed that the analysis results obtained from the research will contribute to researchers and practitioners. After the conclusion part, limitations and suggestions are presented to researchers who will conduct research and study on this subject in the future.

Keywords: social responsibility (SR), social media (SM), digital marketing, social responsibility projects (SRP), responsibility.
JEL Codes: M11**,** M14, M31

1. INTRODUCTION

As a result of technological advances in recent years, the increase in the use of information and communication technologies brings many innovations. The increase in the use of social media channels, especially depending on the internet, disrupts the routines in marketing and directs marketers to innovate.

According to TUIK (2022) and We Are Social Turkey (2022) data, 82% of Turkey's population (a total of 85 million 680 thousand 273) has been using the internet since the beginning of 2022 (We Are Social Turkey, 2022). According to We Are Social Turkey 2022 data, the ratio of social media users to the population in Turkey is 80%. An average of 8.1% of every internet user in Turkey has one or more accounts on social media channels. Accordingly, at the beginning of 2022, Facebook had 34.40 million users, Instagram with 52.15 million, YouTube had 57.40 million, LinkedIn had 12 million, and Twitter had 16.10 million users (We Are Social Turkey, 2022).

Looking at these figures, it is understood that social media (SM) has a very important place in Turkey. This makes it worthwhile to conduct academic studies on SM in Turkey and makes it worth researching. The heavy use of SM by the younger generation is intriguing to work on. It is thought that the fact that SM use is so preferred will make it possible to use social responsibility projects (SRP) through social media channels (SMC) as attention-grabbing and stimulating. In the context of social

responsibility projects (SRPSM) in this social media, it is important to investigate community behavior as a study subject. At the same time, it is thought that the obtained results will guide the researchers who are interested in this study. Because SM is one of the channels that are effective in the announcement and promotion of SRP (Puwirat and Tripopsakul, 2019). In addition, it is thought that it is important to examine the subject closely and contribute to this subject in the literature since today's society attaches importance to SRP and supports the products and services of the companies that carry out projects in this direction.

Especially during the pandemic, the time spent in SM increases as people have to spend most of the day at home. SRPSM sharing has a share in this increase (Flag, 2020; Roundy and Bonnal, 2020). Marketers perceive these negative situations (crises) as opportunities and work to connect their products and services to an SRP. Thus, it becomes easier to attract the attention of society and enable society to take action (Epareborda, 2020). The diversity of SMC, the increase in the frequency of people's use of these channels, and the increase in circulation time create an opportunity for companies to draw the attention of both themselves and consumers to their products and services (Kaplan and Haenlein, 2010). Facebook, Twitter, WhatsApp, Instagram, and LinkedIn) are thought to attract attention and mobilize.

It is important to understand the status of SRPSM and whether drawing people's attention to SRPSM behaviors can lead to action, and to gain deeper insight by better understanding the underlying causes of SRPSM and evaluating the work with the results obtained. It is expected that the effectiveness of SRPSM will be seen in the analyzes made.

In the last five years, it is seen that the studies in the field of social responsibility have moved into a vicious circle such as corporate reputation-image-performance, WOM, retail, brand loyalty, purchase intention, and corporate social responsibility (Al-Ghamdi & Badawi, 2019; Benitez et al., 2020; Chu et al., et al., 2020; Chu and Chen, 2019; Dalla-Pria and Rodríguez-de-Dios, 2022; Dal Mas et al., 2022; Fauzan, 2022; Gupta et al., 2021; Hejase, 2020; Huang et al., 2020; Ibrahim, 2022; Liu et al., 2020; Ma et al., 2021; Oh and Ki, 2019; Popkova et al., 2021; Puwirat and Tripopsakul, 2019; Zhang et al., 2021). The subject examined in this study is important in that it is different from the studies conducted in the last five years and contributes to filling the gap in the field of SR.

In the literature review section of the study, the subject is compared using various sources, and information about the SR field is given. Under the title of Social Media, which is the main subject of the study, the history/birth of SM, its features, some SRPs in SM, and the connection of SM with companies and consumers (society) are mentioned. In the methodology part of the study, the research design of the study, the methods followed in the research, data collection, scales, and measurement tools are mentioned. In the fourth chapter, the findings of the analysis are given. In the conclusion part, the limitations of the research, suggestions for companies, and suggestions for researchers who want to work in the field of social responsibility are presented.

2. LITERATURE REVIEW

Social responsibility projects (SRP) are important for companies because society's expectations of companies are changing in the ever-evolving and changing world order. Companies need to sign projects in areas that can attract the attention of the society and enable them to take action in the changing and developing world order, to attract the society to the companies. SRP is one of the projects that companies should sign, which has been frequently encountered recently, which attracts the attention of the society and puts them into action.

Since the SRP issue of the companies started to be discussed, it has attracted a lot of attention so far, and this has led to the emergence of many SRPs in the social media in the last thirty years (Huang et al., 2020). A large number of emerging SRPs enable companies to gain a competitive advantage against each other (Aguinis et al., 2020; Oldenburg and Miethlich, 2020; Shaukat et al., 2016). The company that has the advantage will start to make a name for itself. The company, which has made a name for itself and has a competitive advantage, is reflected as a result of the successful implementation of social responsibility projects that can be an integral part of the employee, society, and the environment and have significant potential and significant impact in the long run (Haski-Leventhal, 2018; He and Harris, 2020; Ji et al., 2020; Vethirajan et al., 2020; Wesley et al., 2012). For companies to act strategically, maintain their competitive advantages, perform well and be one step ahead of other companies, they need to think well in which areas they should create SRP and care about the projects they create.

There is a social responsibility (SR) pyramid introduced by Carroll in 1979, which companies prefer and pay attention to while carrying out their social responsibility projects (SRP). This model, which companies have expressed as the SR pyramid, consists of top-down economic, legal, ethical, and voluntary responsibility (Carroll, 1991; Carroll and Shabana, 2010; Fontoura and Coelho, 2020). By acting according to these four formations, the companies that carry out SRP look after both their interests and the benefit of society. It is thought that one or more companies that observe ethics/morality and carry out an SRP without acting against the law will not prefer to engage in a project that may harm society and their own company. This pyramid,

which companies prefer and pay attention to while carrying out SRP, is also an element that increases the reputation, image, and value of companies in the eyes of consumers (Pirsch et al., 2007; Zhang et al., 2021). Due to the benefits of SRP and its ability to be appropriated to society, companies that implement the right projects can step forward and be more preferred.

As the SRP implemented by the companies increases the awareness and expectations of the society, the idea of designing the SRP of the companies gains more importance globally. For this reason, companies adopt a strategic approach by being aware of their awareness and expectations (Wildowicz-Giegiel, 2014) and SRP carries out it in a way that can attract the attention of the society and enable it to take action.

Firms can also apply SRP within their own company in terms of both being an example and being heard by giving projects such as improving the benefits provided to their employees, energy-saving, nature protection, donations, and voluntary projects (such as tree planting) (Popkova et al., 2021; Qiu et al., 2021). Thus, the company can gain the appreciation of society by making itself known and attracting the attention of society. Similarly, it is necessary to announce social responsibility projects (SRPSM) on social media for companies to announce the SRP, attract the attention of the society and enable the society to take action. In this way, it becomes possible to reach the majority of society in a short time. Therefore, social media is one of the best digital marketing tools that are increasingly used and given importance by companies to attract the attention of companies in a certain period time and enable them to take action (Kesavan et al., 2013; Mills, 2012).

Firms generally prepare SRPSM content in a way that tries to protect both the social media platform and the interests of society (Coffman, 2002; Kotler and Lee, 2008; Yang et al., 2020). For this reason, companies' use of social media by taking into account the interests of the society to show that they have SR awareness while delivering the SRP to large masses makes it easier for the SRP they have prepared to attract attention.

In a way, SRP is the work prepared by non-governmental organizations, the state, or the private sector to meet a deep need for philanthropy, both institutionally and personally, to overcome the problems that concern society (Davis and Blomstrom, 1971; Pringle and Thampson 2000). SRP is a systematic and planned study carried out by the relevant institutions, organizations, companies, or individuals on issues that pose problems in society and need to be resolved around a common goal. SRP is carried out without expecting any personal financial return to carry out works on behalf of the past and the future. The projects that emerge as a result of a systematic and planned study support the development of individuals, companies, institutions, and organizations. For this reason, it is important to ensure cooperation between individuals, institutions, companies, and organizations. In addition to the interests of individuals, companies, institutions, and organizations, it is thought that it aims to reach large masses and take action and attract the attention of the society depending on the characteristics of the problems.

Given the nature of the issues that SRP generally addresses, there are four types of social responsibility areas. These are economic, legal, ethical, and philanthropic responsibilities. While these four different areas of responsibility take place at certain levels of the companies' SRP, the ethical and philanthropic dimension is becoming more important day by day (Bone Louis and Kurtiz David, 1999; Carroll, 1991). As a result of philanthropy, SRP may focus on donations from time to time. Donation projects initiated by companies on many issues such as poverty, education, and health are some of these donation-oriented projects.

Economic Responsibilities: These are social responsibilities realized to obtain a monetary efficiency from resources by considering profit and entrepreneurship motives in products or services.

Legal Responsibilities: It is the fulfillment of the responsibilities of individuals, companies, institutions, and organizations in a way that is not against the law while performing the SRP.

Ethical Responsibilities: It is the implementation of SRPSM by taking into account the projects expected by the society, prohibited by the society, and not accepted by the society. Ethical responsibilities are often not well defined.

Charitable Responsibilities: These are the corporate actions of companies that meet the good corporate expectation of society. It includes actively participating in actions or projects that promote the well-being or maintenance of the community. The distinguishing feature between philanthropy and ethical responsibilities is that philanthropy requires voluntary participation (Carroll, 1991). Ethical responsibility, on the other hand, requires that the SRPSM be carried out in a way that does not disrupt the moral structure of the society, rather than voluntarily.

The importance of SRP is increasing day by day (Del Bosco, 2017; Go and Bortree, 2017; Lee, 2016). This situation reflects positively on SRP to a large extent. As a result of the increasing importance given to SR, the behavior of the society while choosing products and services may change (Bigné et al., 2010). Parallel to the behavior and habits of the changing society, it is beginning to be seen that the existing criteria of the society are also important. Products included in the SRPSM are now ranked as an important benchmark by society among other similar products. This situation is thought to constitute the

_____

elements that make SRPSM important and valuable. Giving importance to SRP is a situation that develops in connection with its resonance in society. Its wide repercussions are still reflected on social media today (Saxton et al., 2019). It is thought that the widespread reflections of SR studies carried out on social media, will be successful in attracting the attention of the society and taking action. SRP is expected to grow like an avalanche in the coming days by adding a new ones to these projects as the society demands, the demand is met by the companies and responds to SRP. In addition, SRP is important in terms of creating a factor for society to take action and attract attention because human beings as social beings have responsibilities towards society. In this direction, the SRP that has been made or is being done is essential.

According to the conditions of the time, marketers primarily seek various ways to attract the attention of society (Dutot et al., 2016). In a firm, the marketer(s) must first attract the attention of the society and then enable the society to turn their attention to the product or service into action. In the long run, attention can make society take action against the prepared SRPs (Belch and Belch, 2004). It is expected that the products or services of the companies in the SRP will affect society faster and the projects made for the society will be supported by the SRP. The success of the SRP depends on the participation of the communities. The participation of the society refers to the amount of time, energy, thoughts, and different resources (cash, credit card, social media applications) used by the companies in the process of purchasing the product or service offered within the scope of SR. It is important to consider each stage of the model one by one, to make the subject understandable and to better understand what happens at each stage. Accordingly (Hassan et al., 2015; Pashootanizadeh and Khalilian, 2018; Rehman et al., 2014):

A firm announces what it will or will offer to the public and provides information about its firm to attract the attention of society. For example, a company tries to attract the attention of society by making it known which products and services are produced, how they are produced, and what features they have in a product or service covered by an SRP. In summary, the first stage is the stage where they try to fully inform society and ultimately try to attract their attention.

Selling is accomplished by doing what needs to be done to turn to purchase attention into action. For example, after a company in the SRP promotes its product or service, draws attention through social media, and makes the society want the product or service. It is ensured that the society can apply for a download or phone call, limited-time offer, or special discount registration to purchase the product or service.

3. Social Media

With the arrival of the 2.0 revolution, the diversification of mental and programming options brings innovations in internet technology. Social media (SM), another dynamic that reached large masses with the birth of the internet, that is, the developments in the dynamics that are the cornerstone of technology, create an area where people can communicate freely with its rich content creation and various sharing features (Abitbol and Lee, 2017). Thus, thanks to SM, people can share whenever and wherever they want as long as there is the internet, and many people can see these shares in a shorter time. In addition, since SM is capable of creating rich content, it also enables the creation of various services and various applications offered with the functions of being constantly renewable, developable, and updatable. Thus, people have the opportunity to be both the creator and commentator of the content and the creator of the application.

The fact that there is more loyalty to SM day by day and more people spend time in these applications brings SM to an important position. Recently, it is thought that one of the factors that make it necessary to be connected to SM is the global health crisis we are in. Due to the global health crisis, people are forced to spend most of the day at home. This causes people to spend many hours of the day in SM to make use of their time, which makes SM even more important.

SM is an online information and publicity resource that is created and used by individuals to inform individuals about products, services, companies, and SRP by companies, which renews itself every day (Blackshaw and Nazzaro, 2006; Burucuoglu and Erdogan, 2019). SM is an ocean that has become a very functional channel for both users who use social media channels in society and companies that support promotional projects created or to be created to attract people's attention and direct people to the created company and product service.

Those who use this ocean the most are the young generation, which has the most populous part of the world's population and has the most information in the digital world. The younger generation is becoming more and more sensitive and interested in SM advertising. Some of the reasons for this are that the younger generation is influenced by people with experience, such as friends, relatives, peers, family, and celebrities, before purchasing a product. These people take an active role in creating and influencing a positive or negative perception about the product and service on other people with their suggestions, comments, and ideas (Ryan and Xenos, 2011). Therefore, while SM has such an important place in appealing to the younger population and making them stay in SM longer, it is not expected to be on a fixed and static schedule.

SM can be constantly renewed to attract people's attention, thanks to the advantages it offers to people, such as instant updating, and unlimited access to real-time comments. Themes, colors, and even boring short videos can be updated

according to the interest of each generation (Ramaswamy and Ozcan, 2016). Thanks to update ability, popularity status, and public perception can be easily measured. Thanks to SM, all content, innovations, comments, and ratings can be archived, so they can be accessed again, making it possible to compare and evaluate the innovations created and more. In this case, it is thought that all social media channels can be blended. Because it is thought that an innovation that is not kept in one may become popular for another social media channel. As a result, this popularity is better observed through individual publishers. Comments, number of shares, number of likes, preferences, shopping status, etc. observations guide in examining the popularity status (Chu et al., 2020). Updates and innovations made as a result of the information obtained support or do not support participation. People are completely free in this regard.

It is claimed that SM channels have five basic features (Lietsala and Sirkkunen, 2008). The first of these is the availability of space for content sharing. Because SM consists of various channels. Thanks to these various channels, it is possible to share wherever the nature of sharing is thought to be effective and will attract the attention and interest of more audiences. Second, social media channels are based on social interaction. SM is a very wide channel and millions of users either know each other or not. The majority of users can interact with all other users by sharing and interpreting their experiences with each other. Thus, as a result of interactions, it ensures that other people in society are attracted to the product or service. Third, in SM participants can create, share and discuss all content. SM is a space where people interact with others by creating, sharing, and discussing content based on their social interaction experience. By making additions to the shared content – the add-on may vary depending on the good or bad evaluation of this product and service – users can share it on all social media channels and present it to the evaluation, attention, and interest of other users. Depending on whether other users like it or not, the product or service may succeed or fail. That is, the sale may or may not occur. Fourth, all content can be given as links to other external networks. This item appears as a reflection of the second and third items. Some of the reasons for connecting to other social media channels are to reach more audiences and want to be heard more. The fifth is that members who actively participate in the site also have accounts. This highlights the customizability of the SM.

People using SM are waiting for a real promotional project. It is thought that this promotion can be made in the form of attention and then an encouragement to action by presenting an unusual design or remarkable facts, or it can be in the form of the first action and then attention. Today, many digital, social, and mobile social media channels available to provide this format can be made with eye-catching designs, colors, sounds, and music. At this point, companies need to look at social media channels, bringing together channels suitable for products and services, associate those that are compatible with each other, and act in an integrated manner (Venger and Pomirleanu, 2018). Because SM is now becoming an indispensable tool of the marketing communication structure for individuals and companies in society.

How does SM integrates with newer media channels applications, which channel applications are appropriate, what impact the use of such application channels will have on people in the community, and the number of other competitors in SM, their projects, and the type of project themes are important? Likes in SM are used to establish and maintain relationships with users (Okazaki et al., 2015). Because in this way, if there are new suggestions or complaints and the most liked aspect, it is important to identify them. Because it is necessary to develop a new roadmap and strategy for feedback. This provides a framework for understanding whether application channels such as Twitter, WhatsApp, Instagram, Facebook, and LinkedIn are suitable for reaching attention and action mechanisms.

To use SM well, certain competencies are required in addition to certain interaction and participation rules. In terms of marketing, SM provides access and communication to many people in application channels at the least cost (Bialkova and Te Paske, 2021). Examining the effectiveness of SM may provide some advantages to marketers and SRP developers. Because social media is thought to have a latent power in attracting the attention of the society to SRP and enabling them to participate in these projects.

On this basis, social media is the best tool to ensure that the innovative SRP, which will benefit society/humanity, has wide repercussions. "Because SM tools now exist throughout society at the individual and firm-level and as part of the marketing communications structure" (Copley et al., 2013). Thanks to social media channels, SRP can be announced to many audiences in many societies and it is easier to attract the attention of many audiences. Remarkable and implemented SRP examples are seen in SMC in Turkey, e.g. SRP initiated by Tema Foundation to protect all-natural assets, TOÇEV's "Hey young take action" hashtag "I'm pedaling for my blood friend" Kızılay's project, " Sunlight". It is possible to see projects such as the project implemented by Türk Telekom in cooperation with the Disabled Life Association (EyDer) and TOTAL Turkey to improve the eyesight of children with low vision, and the recycling of plastic bottles (hurriyet.com; digitalajanslar.com).

When we look at the many SRPs listed above in SM, which are not yet counted, it is seen that they are popular and successful in attracting attention. One of the biggest factors showing success is the awards given to the projects. Then, factors such as people's following the projects from their SM accounts, liking, commenting, sharing, and taking action show that the interest in SRP is successful.

So much so that every SRP that is well thought out, prepared, and studied by measuring the pulse of the society can find the opportunity to find wide resonance among people. In line with the desire to find wide repercussions in the basic structure of SRP, activating these people, who are intertwined with the problems seen in the environment, the world, and the world in which they live increases the SRP. To draw attention to SRP; people are interacted with by using creative visuals and voiceovers, making short videos, and hashtag campaigns, involving people in content creation, and short videos, and using celebrity messages to support projects.

SRP performers; Instead of managing people, they should deal with the value structures and responsibilities of the society and interact with people in a way that people value (Baird and Parasnis, 2011; Komodromos, 2017). As a reflection of this, participation in an ongoing or ongoing SRP is expected to be high and continuous. To ensure participation in the SRP and increase the number of participants, it is important to choose a social media channel that will allow the highest level of interaction possible. Thanks to the selected social media channel, younger people who follow SM frequently, retweet SRP on Twitter, like the stories about the project on Instagram, and share them with groups of friends via social media channels such as Facebook-LinkedIn-mail. In addition, people in friend groups also increase participation in SRP in the form of snowballs by forwarding them to other friend groups. A project with low participation means wasted effort and time, both financially and morally. As a result, SRP's awareness, attention, and action are provided in a faster and more practical way, thanks to the influence of social media channels on people in society.

In terms of marketing, this situation contributes to companies. This contribution varies according to the realization of the SRP and people's reactions to the SRP. SRP ensures that companies are constantly on the agenda. "SRP offers companies opportunities/s for their economic projects. Companies increase service popularity by sharing information about their products and services through SRP" (Lea et al., 2006; Mahmes, 2018). For this reason, companies should not only focus on meeting the needs, wishes, and expectations of the society, but also address the common and special needs, wishes, and expectations of the society. "SRP offers companies the opportunity to strengthen their relationships with communities and increase the degree of sincerity thanks to SM. All these affect the existing and potential customers of the companies and fix their attention to both the company and the SRP'' (Borges et al., 2019; Dabas et al., 2018; Davis Mersey et al., 2010). In other words, when the company attracts the attention of the society with the SRP, this attention is continuous and the eyes of the society are on every project that the company will do.

4. DATA AND METHODOLOGY

A positivist research approach was adopted as the research design in determining the research strategy and creating its structure. The reason is that it is deductive as a logic of science, providing generally accepted information that can be attributed to a society based on theory and hypotheses, enabling sufficient quantitative and qualitative data collection, establishing a causal relationship between variables, and testing hypotheses (Coşkun et al., 2019). Scientific articles, books, conference papers, and other resources were accessed through Google and Google scholar search engines to create the conceptual framework for the research. In addition, new sources were obtained by the snowball method by reaching other sources from the bibliographies and bibliographies in the accessed sources. In this part of the research, the qualitative-descriptive method was used. The data for the quantitative dimension of the study were collected through a questionnaire. Ethical approval was given for the questionnaire used in the research by Yalova University Human Research Ethics Committee with protocol number 2021/85 on 27.06.2021.

In the study, the online survey was conducted due to the increase in the number of people with an internet connection, the increase in the rate of SM usage, the simultaneous access to people with representative features for the study sample, the high probability of getting quick results and the low cost. use is preferred. As the scale type, categorical scales from the single scales class were used, and the Likert scale was used to determine the extent to which the participants from the multiple scales class agreed or disagreed with the given statements. Among the participants aged 18 and older who use social media channels in Turkey, people who come across SRPSM and think that social media channels are an ideal environment to announce SRP were considered as the population of the study (sample mass). In the sampling method, which is one of the non-probability-based techniques, the participation of everyone who can be reached and who accepts to answer the questionnaire is taken into account. After communicating with the participants who were contacted to fill out the questionnaire, the participants were also reached by contacting the groups of that participant from time to time and these groups with the groups of other participants. Snowball sampling was used because it was tried to be found.

The distribution of questionnaire was distributed via e-mail, social media channels (Facebook, Twitter, WhatsApp, Instagram, LinkedIn), and groups on social media channels. Considering the places distributed, a total of 501 participants were accessed. The number of usable participants who completed the survey among the people accessed was determined as 501.

Before starting the questions in the questionnaire, an informative text was given. In the information text, there is information about the scope of the study, the information to be shared will only be used for the thesis, the information will not be shared

with third parties, answering the questionnaire is voluntarily and personal information will not be given. In addition, they were informed that the survey would not be used outside the study, that the participants could leave the survey at any time, and that it would take approximately how long it would take to answer the survey. Brief information about the research, what the survey was for, and what measures were given.

The questions asked in the questionnaire were prepared by the researcher and consisted of a total of 4 parts and a total of 23 questions. The 8 questions in the first part consist of categorical questions that were put to assess the participants' attention, action, whether they came across the SRPSM and whether they saw social media channels as an ideal place to announce the SRP. Among these categorical questions, in the first part, there are scale statements about attention and action variables. Scale statements related to these attention and action variables were prepared by the researcher. At the same time, the questions in this section were asked by creating a 5-point Likert (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree).

In the second and third sections, the participants were asked to indicate their frequency status. Accordingly, in the second part, they were asked to indicate the appropriate frequency level (often, sometimes, rarely, never) among the options that suit them in the areas they frequently encounter in social media (education, environment, health, food, support for development, disadvantaged groups, culture).

In the third part, the participants were asked which social media channels (Twitter, Tiktok, Facebook, Instagram, Linkedln, and Youtube) they encountered SRP more frequently (often, sometimes, rarely, never).

The 3 questions in the fourth part of the questionnaire consist of categorical questions that were put to evaluate the demographic information of the participants. Among these questions, the questions directed to the participants were age (18-22, 23-29, 30-36, 37-43, 44-49, 50 and over) and income status (less than 1000 TL, 1000-2000, 2001-5000, 5001-8000, 8001-12000, more than 12000) information.

The part of the questionnaire regarding the attention variable consists of 4 statements. The part of the questionnaire related to the action variable consists of 4 statements. Since the cronbach alpha values of the variables were in the range of 0.88-0.93 in the results, it was assumed that the expressions were reliable and did not pose a problem in terms of being readable and understandable. Table 1 below shows the variables in question, the expressions of the variables, and the sources of these expressions.

The research questions and research hypotheses created for this research are listed below, respectively.

The research questions are stated as what types of social responsibility projects (SRP) are most promoted in social media channels? And in which social media channel are social responsibility projects (SRP) more common?

The research hypotheses;

H1: Young people participate more in social responsibility projects (SRP) promoted on the social media channel.

H2: People with high incomes participate more in social responsibility projects (SRP) on the social media channel.

H3: Social media is an effective tool to get people to participate in social responsibility projects (SRP).

H4: People's attention to social responsibility projects in social media enables them to participate in social responsibility projects.

Table 1: Variables Used in the Research Model, and Expressions of the Variables

Variables	Variable Number	Expressions
ATTENTION	**Attention1**	I come across social responsibility projects on social media.
	Attention2	Social responsibility projects that I come across on social media attract my attention.
	Attention3	I find the social responsibility projects that I come across on social media remarkable.
	Attention4	I pay attention to social responsibility projects that I come across on social media.
ACTION	**Action1**	I support social responsibility projects that I come across on social media and ask for my contribution.
	Action2	I contribute to social responsibility projects that I come across on social media that ask for my contribution.
	Action 3	Meeting social responsibility projects on social media enables me to take action to support them.

	Action4	I participate in social responsibility projects that I come across on social media that ask for my contribution.

SPSS v16 statistical program was used for the survey data. With the questionnaire data, arithmetic mean, correlation, ANOVA, and T-test analyzes were performed in the SPSS statistical program.

The reliability of the scales (attention and action), descriptive statistics (age, income, subject of social responsibility projects, social media channels), correlation, arithmetic averages, and frequency analyzes were used in the survey analysis.

In the reliability analysis for the attention variable, reliability was achieved for four statements (Attention1, Attention2, Attention3, Attention4). This reliability value was found to be 0.88 for the Attention variable. This result means that there is no problem that the participants acted consistently in their answers and responded consciously. The results are generally good because they are valid and reliable. This shows that SRPSM has attracted the attention and interest of society.

In the analyzes made for the reliability of the action variable, reliability was provided for four statements (Action1, Action2, Action3, Action4). This reliability value was found to be 0.93 for the Action variable. The results are valid and reliable. This rate shows that consumers are not indifferent to SRPSM, they support SRP, and society takes action to support SRP.

Table 2: Descriptive Statistics

Age			**Income**		
Ages	**Frequency**	**Percent**	**Income level**	**Frequency**	**Percent**
18-22	115	23	Less than 1000	144	28,7
23-29	205	40,9	1000-2000	51	10,2
30-36	91	18,2	2001-5000	133	26,5
37-43	52	10,4	5001-8000	97	19,4
43-49	18	3,6	8001-12000	52	10,4
Over 49	20	4	Over 12000	24	4,8
Total	501	100		501	100

In Table 2 above, descriptive information about the age and income of the research participants is given. According to this descriptive information, it is seen that the people participating in the study are mostly between the ages of 23-29 (205 people) and 18-22 (115 people). This shows that 320 people between the ages of 23-29 and 18-22 participated in the survey, in which a total of 501 people participated. When these results are expressed as percentiles, they correspond to a 40.9% percentile between the ages of 23-29 and a percentile of 23% between the ages of 18-22. The sum of these corresponding percentages is 63.9%.

Considering the income situation in the same table, it is seen that the income status of 144 people is below 1000 TL, and the income status of 133 people is 2001-5000 TL in the survey, in which a total of 501 people participated. In this case, it shows that the participation of 277 people whose income is below 1000 TL and between 2001-5000 TL is intense. According to the most common income ranges, it corresponds to a percentile of 28.7% for 1000 TL and below, and a 26.5% percentile for the 2001-5000 TL range. These corresponding percentages represent a total of 55.2%.

5. FINDINGS AND DISCUSSIONS

In the study, the research hypotheses of the study are tested by using the IBM SPSS Statistics v16 program. In the study, arithmetic mean, correlation, ANOVA and T-test are used in the tests performed to test the research hypotheses. In the study, a total of 501 people who completed the questionnaire and were available from the online questionnaire were reached. The statistical values of the analysis results made with 501 people reached are presented in tables. Table 3 below shows the Descriptive Statistics of Social Responsibility Project Areas. In this table, average and standard deviation values are given in seven social responsibility areas: health, environment, education, food, culture, disadvantaged groups, and support for development.

Table 3: Statistics Describing Social Responsibility Project Areas

Project Areas	**Mean**	**Std. Dev.**
Health	3,90	1,11
Environment	3,78	1,06
Education	3,42	1,15

Food	3,20	1,20
Cultural	2,91	1,20
Disadvantaged groups	2,82	1,31
Support for development	2,65	1,22

Table 3 shows the mean and standard deviation values for health, environment, education, food, culture, disadvantaged groups, and development support. When these given areas are evaluated, the standard deviations reflected as a result of the analysis show in which subject areas (which themes) SRPSM is seen more.

According to the table, the values of 1.11-1.06 and 1.15 in the standard deviation column draw attention. The three values given mean that the most common social responsibility area on social media is Health. While health is in the first place, it has been determined that SRPSM is most common in the area of Environment in the second place and Education in the third place. When we look at the column in which the mean values for the significance levels are included, it is seen that the level of significance in the field of Health is 3.90, the level of significance in the field of Environment is 3.78, and the level of significance in the field of Education is 3.42. In this case, the first question of the research is "Which type of social responsibility projects (SRP) are promoted the most in social media channels?" The answer to the question is that SRP is mostly promoted in the fields of health, environment, and education on social media channels. This means that society pays the most attention to the SRP in the field of health, environment, and education and takes action.

Table 4: Descriptive Statistics of Social Media Channels

Platform	Mean	Std. Deviation
Instagram	3,91	1,23
Twitter	3,14	1,50
Youtube	2,78	1,40
Facebook	2,73	1,39
LinkedIn	2,06	1,31
TikTok	1,61	1,09

Table 4 above shows the values of Social Media Channels Descriptive Statistics. The table includes Instagram, Twitter, Youtube, Facebook, LinkedIn, and TikTok platforms. The ratios of the channels according to their standard deviations and importance levels are shown in the table. Accordingly, it is seen that Instagram comes first and Twitter comes second at the level of significance of 3.91 and 3.14, respectively. The corresponding values of these two channels in the standard deviation column are 1.23 for Instagram and 1.50 for Twitter. With these results, the second question of the research is answered. The second question of the research is "Which social media channel is more common in social responsibility projects (SRP)?" was on it. The answer to the question is that first Instagram and then Twitter is more common in the SRP.

Table 5: Correlations

	Mean	Std. Dev.	1	2	3
1. Attention	3,78	0,95			
2. Action	3,39	1,05	0,75**		
3. Age	2,43	1,27	0,03	0,04	
4. Income	2,87	1,51	-0,02	0,02	0,56**

   **Correlation is significant at the 0.01 level (2-tailed).

Table 5 above shows the correlations. It is seen in the table that the correlation analysis has been analyzed in four components, taking into account the relationships of attention, action, age, and income. Depending on the relationships, in this table, the direction (negative-positive) and significance status of the relationships established in the hypotheses of the study can be determined.

The values expressed with ** at the intersection of the two variables indicate that the related variables act together. The ρ in the table represents the level of significance. Here, the values expressed with ρ are the values outside the mean and standard deviation column. If the ρ value is less than 0.05 in the 95% confidence interval, the model is said to be significant as a whole (Cevahir, 2020).

Looking at the action variable row, the ρ value of its relationship with attention was found to be 0.75. This value shows that there is a positive relationship between action and attention. The star value indicates that both variables act together in the relationship between action and attention. This result means that the public's attention to the SRPSM is taking action. Similarly, it means that the society's activities, which is SRPSM, have caught their attention. According to these findings obtained as a result of the analysis, hypothesis H4 (People's attention to social responsibility projects in social media enables them to participate in social responsibility projects.) is accepted. According to these findings, hypothesis H3 (Social media is an effective tool to get people to participate in social responsibility projects.) is also accepted.

Looking at the age variable line, the ρ value of the relationship with attention was determined as 0.03. According to this result, the relationship between age and attention is significant since the ρ value is less than 0.05 at the 95% confidence interval (ρ<0.05). Since the ρ value does not decrease to negative, there is a positive and significant relationship between age and attention. It is seen that the ρ value at the junction point with the action in the age line is 0.04. In this case, the relationship between age and action is significant as the ρ value is less than 0.05 at the 95% confidence interval. Since the ρ value does not decrease to negative, there is a positive and significant relationship between age and action. According to these findings obtained as a result of the analysis, the H1 (Young people participate more in social responsibility projects "SRP" promoted in the social media channel.) hypothesis is rejected.

Looking at the income variable row, the ρ value of the relationship with attention was determined as -0.02. It is seen that the value has decreased to minus. In this case, the relationship between income and attention is significant as the ρ value is less than 0.05 at the 95% confidence interval. Since the ρ value drops to negative, there is a negative and meaningless relationship between income and attention. Considering the relationship between income and action, it is seen that the value of ρ is 0.02. The direction of the effect is positive since the value of ρ does not fall into negative. At the same time, this value is significant since the ρ value is less than 0.05 in the 95% confidence interval. In other words, there is a positive and significant relationship between income and action. The ρ value about to with concerning income and age is 0.56. The direction of the effect is positive since the value of ρ does not fall into negative. The fact that the value is a star indicates that both variables act together in the relationship between income and age. According to these findings obtained as a result of the analysis, the H2 (People with high-income levels participate in social responsibility projects "SRPSM" more in the social media channel.) hypothesis is rejected.

6. CONCLUSION AND IMPLICATIONS

This study aimed to investigate whether the introduction of SRPSM is effective, attracts attention, and moves consumers to action. It has been concluded that SRP attracts the attention of society through social media channels and mobilizes society. The results show that SRP is mostly seen in the fields of health, environment, and education on Instagram and Twitter social media channels. Among the reasons for this situation, the widespread use of Instagram and Twitter, the active participation of young people on these platforms, and the more exposure of participants to SRP in the fields of health, environment, and education on Instagram and Twitter channels can be cited.

As a result of the analysis of the research, the 1st and 2nd hypotheses were rejected, and the 3rd and 4th hypotheses were accepted.

For H1 (Young people participate more in social responsibility projects "SRP" promoted on social media channels.); The income of people aged 18-22 and 23-29 is below 1000 TL or 1000-2000 TL. Accordingly, it is considered that low-income levels do not mobilize young people against SRP, as it prevents them from participating in SRPSM. The fact that those with higher incomes are the minority may also have given this result. If the number of participants with high income was high, the result might be different and the hypothesis could be accepted. Another reason may be that the attention of young people between the ages of 18-22 and 23-29 to the SRP promoted on social media channels does not turn into action. The reason for this may be that these age ranges constitute the people who are in the lowest range according to their income level. In addition, the fact that young people have no working conditions, their income is provided by scholarships/loans from the family or received, and the low salary because they work part-time may also be effective in not turning their attention to action. While this shows that the young people are very active in attracting the attention of the SRPSM activity, it means that there is little or no SRPSM activity when it comes to action. SRPSM, created by companies, may not have attracted the attention of young people enough. Young people may not be able to take action because their attention has not been sufficiently drawn.

For H2 (people with higher incomes participate more in SRPSM); The reason for rejecting the hypothesis is that the number of high-income respondents aged 37-43, 43-49, and over 50 is small. Therefore, the number of participants with an income of 5001-8000 TL, 8001-12000 TL, and 12000 TL are also low. The small number of participants in this age range and the low number of participants with these incomes are considered to be insufficient for participation in SRPSM. SRPSM may be attracting the attention of the society within these ranges and maybe encouraging them to take action, but a generalizable valid result may not emerge because their numbers are the minority. In terms of the total number of participants, 90 people

out of 501 participants, that is, only 18% of a 100% area and only 34.6% of a 100% income, are this group. These rates are too low to generalize about the high participation rate. High-income people may be drawing attention to SRPSM. High-income people may be turning their attention to SRPSM into action. However, these actions may not constitute the majority because they are at a very low level. High-income people may not be paying attention to action.

For H3 (Social media is an effective tool to enable people to participate in social responsibility projects "SRP".); When the analysis results are evaluated in general, it is concluded that social media channels are the right place to publish the SRP. This situation may increase the effectiveness of SRP today and tomorrow.

The research was conducted and concluded within the framework of various constraints in the last quarter of 2021. In the research, it was assumed that the people who participated in the survey gave sincere, conscious, and correct answers. In addition, since this research does not have a counterpart, it was not possible to compare the findings with other studies. The questions of the questionnaire used in the research were created by taking into account everyone who can be reached over the age of 18. Therefore, the survey questions used in the article and the sample of the survey's participant population are limited to Turkey. The results may give different results with a different scale, a theory, a different method, or a different audience.

In this case, the first limitation of the study is the region (it was applied only within the borders of Turkey), the second limitation is to analyze and generalize over 501 people in total. The third constraint is the limited time to reach respondents for the survey, and the responses were not as expected (limited number of high-income, low-income youth). The fourth limitation is that the research is limited to the data obtained from the measurement tool developed and applied by the researcher.

Researchers can make a comparative improvement in the results of the analysis by applying the sample size both in Turkey and in other countries. Those who will work on this subject can keep the sample size larger, and continue this study by giving more places to the participants with high-income levels and increasing the number of participants with high-income levels. They can make a new study by associating it with a theory. The attention and action variables in this study can be reconsidered by including the other expressions in the AIDA model, interest and desire. The DAGMAR model can be used. Different results can be obtained by making different analyzes and associations. In addition to this study, by adding interview (interview) application or group interviews, more clear, clear, and direct results can be obtained about the opinions, thoughts, and suggestions of consumers. Apart from the variables used in this study, one/more than one different relationship can be established between them by using different variables, or one/more than one different relationship can be established between them by adding other variables to these variables. The firm/s that make one or two specific SRPs can be identified and the study can be repeated. Other work can be done. New variables can be used, supported by theory.

It is thought that increasing the number of participants participating in the research, adding new and different variables, new and different theories to the research, creating new questions, and investigating why the participants chose the relevant one may change the results of the study. Therefore, it is considered that a more comprehensive approach to the study will provide new results and change the course of the research.

In this case, to attract young people to SRP in social media channels, companies need to give more importance to projects that may attract young people and redesign their current projects in a way that attracts the attention of young people. Social media channels should take initiatives to attract the attention of people who do not participate in the SRP social media channels despite their high-income level and to turn their attention into action. Companies should make these initiatives first on Instagram and then on Twitter as a supporting factor.

According to the results of the analysis, young people give more importance and pay attention to SRP, especially on Instagram. Companies included in the SRP should heavily use Instagram and Twitter channels, which are among the platforms most frequently used by young people in terms of the effectiveness of their projects while announcing the SRP. Companies should prepare the visual (coloring and size) of the SRP they make very well to attract the attention of society of all ages. At the same time, the SRP of the companies can draw attention when these changes are applied with short video ads. Firms can offer reasonable prices for products and services to mobilize society. It can initiate campaigns and promotions. Thus, since the income of the young people in the society will not be very difficult, it will be ensured that they take action by making a small contribution. SRP can be prepared with informative, educational, and remarkable visuals and effects on SMA, AIDS, Lösev, blood donation, vaccines, and various types of cancer, especially in the field of health that attracts the most attention, so that the society can take action. In the field of environment, which is another area that attracts the most attention, companies are faced with famine, waste, environmental pollution, climate changes, drought, recycling, etc. By using social responsibility themes, they can use their products and services in SM as a project that attracts attention and takes action. It is recommended that companies act by using social responsibility themes such as combating the ways of thinking that separate girls and boys

in the field of education, various scholarship opportunities, educational donations, courses, and homeschooling for sick children who cannot go to school. Thus, it is thought that the SRPSM they created will be more remarkable and actionable.

This shows that the SRP that companies will do in these three areas has a definite equivalent in societies. Companies should continue to carry out SRP, especially in the fields of health, environment, and education, increase the number of their studies, and companies that do not carry out SRP in these three areas should start giving projects in these areas.

REFERENCES

Abitbol, A., Lee, S. Y. (2017). Messages on CSR-Dedicated Facebook Pages: What Works and What Doesn't. Public Relations Review, 43(4), 796-808.

Aguinis, H., Villamor, I., Gabrel, K. P. (2020). Understanding Employee Responses to COVID-19: A Behavioral Corporate Social Responsibility Perspective. Management Research, 18(4), 421-438.

Al-Ghamdi, S. A. A., Badawi, N. S. (2019). Do Corporate Social Responsibility Activities Enhance Customer Satisfaction and Customer Loyalty? Evidence from The Saudi Banking Sector. Cogent Business & Management, 6(1), 1662932.

Baird, C. H., Parasnis, G. (2011). From Social Media to Social CRM: Reinventing The Customer Relationship. Strategy & Leadership, 39 (6), 27-34.

Bayrak, H. (2020). 2020 Dünya İnternet, Sosyal Medya ve Mobil Kullanım İstatistikleri. Access Date: 12.11.2020, https://dijilopedi.com/2020-dunya-internet-sosyal-medya-ve-mobilkullanim-istatistikleri

Belch, G. E., Belch, M. A. (2004). Advertising and Promotion: An İntegrated Marketing Communicatıons Perspective. (6th Edition). New York: McGraw-Hil Irwin.

Benitez, J., Ruiz, L., Castillo, A., Llorens, J. (2020). How Corporate Social Responsibility Activities Influence Employer Reputation: The Role of Social Media Capability. Decision Support Systems, 129, 113223.

Bialkova, S., Te Paske, S. (2021). Campaign Participation, Spreading Electronic Word of Mouth, Purchase: How to Optimise Corporate Social Responsibility, CSR, Effectiveness Via Social Media? European Journal of Management and Business Economics, 30(1), 108-126.

Bigné, E., Chumpitaz, R., Currás, R. (2010). Alliances Between Brands and Social Causes: The Influence of Company Credibility on Social Responsibility Image. Journal of Business Ethics, 96(2), 169-186.

Blackshaw P., Nazzaro M. (2006). Consumer-Generated Media (CGM) 101: Word-Of-Mouth in The Age of The Web-Fortified Consumer. Second Edition, Nielsen BuzzMetrics.

Bone Louis E., Kurtiz David L. (1999). Management. Fourth Edition, McGraw Hill, NewYork.

Borges, A. P., Rodrigues, P., Branco, F. C. (2019). Consumer Perceptions of Corporate Social Responsibility and Its Impact on Purchasing in Economic Crisis. Global Business and Economics Review, 21(5), 583-604.

Burucuoglu, M., Erdogan, E. (2019). The Role of Ethical Positions on Responsible Consumption Behaviours and Consumption Values Regarding The Green Products. Global Business and Economics Review, 21(5), 533-555.

Carroll, A. B. (1991). The Pyramid of Corporate Social Responsibility: Toward The Moral Management of Organizational Stakeholders. Business Horizons, 34(4), 39-48.

Carroll, A. B., Shabana, K. M. (2010). The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. International Journal of Management Reviews, March, 12(1), 85–105.

Cevahir, E. (2020). SPSS ile Nicel Veri Analizi Rehberi. Kibele Yayınları.

Chu S. C., Chen H. T. (2019). Impact of Consumers' Corporate Social Responsibility-Related Activities in Social Media on Brand Attitude, Electronic Word-of-Mouth Intention, and Purchase Intention: A Study of Chinese Consumer Behavior. Journal of Consumer Behaviour, 18, 453–462.

Chu, S. C., Chen, H. T., Gan, C. (2020). Consumers' Engagement with Corporate Social Responsibility (CSR) Communication in Social Media: Evidence from China and The United States. Journal of Business Research, 110, 260-271.

Coffman, J. (2002). Public Communication Campaign Evaluation: An Environmental Scan for Challenges, Criticisms, Practice and Opportunities. Harvard Family Research Project, 1-35.

Copley, P., McLean, A., Siddle, A. (2013). The İmportance of Social Media to Small Firms' Marketing – How İt Was Used at The Baggers Original Childrenswear Brand. Proceedings of the 36th Institute for Small Business and Entrepreneurship Annual Conference. Cardiff. 12th-13th November.

Coşkun, R., Altunışık, R., Yıldırım, E. (2019). Sosyal Bilimlerde Araştırma Yöntemleri. Sakarya Yayıncılık.

Dabas, C. S., Davis, L. Y., Forsythe, L. M. (2018). Perception of Corporate Social Responsibility Actions-The Case of Retail Store Managers. International Journal of Corporate Strategy and Social Responsibility, 1(4), 353-376.

Dal Mas, F., Tucker, W., Massaro, M., Bagnoli, C. (2022). Corporate Social Responsibility in The Retail Business: A Case Study. Corporate Social Responsibility and Environmental Management, 29(1), 223-232.

Dalla-Pria, L., Rodríguez-de-Dios, I. (2022). CSR Communication on Social Media: The Impact of Source and Framing on Message Credibility, Corporate Reputation and WOM. Corporate Communications: An International Journal, 27(3), 543-557.

Davis Mersey, R., Malthouse, E. C., Calder, B. J. (2010). Engagement With Online Media. Journal of Media Business Studies, 7(2), 39-56.

Davis, K., Blomstrom, R. L. (1971). Business Society and Environment, Social Power and Social Response. Second Edition, McGraw-Hill Book Company, New York.

Del Bosco, B. (2017). The Evolution of CSR Communication on The Internet. Impresa Progetto–Electronic Journal of Management, 1, 1-29.

Dutot, V., Lacalle Galvez, E., Versailles, D. W. (2016). CSR Communications Strategies Through Social Media and Influence on E-Reputation: An Exploratory Study. Management Decision. 54(2), 363-389.

Epareborda, V. (2020). Five Benefits of Digitalizing Your CSR Program. Access Date: 16.06.2020, https://alayagood.com/blog/5-benefits-of-digitalising-your-csr-program/

Fauzan, N. (2022, April). The Effect of Corporate Social Responsibility to Corporate Reputation on Word of Mouth Toward Customer Trust. In GMPI Conference Series, 1, 29-41.

Fontoura, P. T. G., Coelho, A. F. M. (2020). Social Responsibility in Supply Chain: Bibliometric Analysis and Literature Review. Global Business and Economics Review, 23(3), 302-346.

Go, E., Bortree, D. S. (2017). What and How to Communicate CSR? The Role of CSR Fit, Modality Interactivity, and Message Interactivity on Social Networking Sites. Journal of Promotion Management, 23(5), 727-747.

Gupta, S., Nawaz, N., Alfalah, A. A., Naveed, R. T., Muneer, S., Ahmad, N. (2021). The Relationship of CSR Communication on Social Media with Consumer Purchase Intention and Brand Admiration. Journal of Theoretical and Applied Electronic Commerce Research, 16(5), 1217-1230.

Haski-Leventhal, D. (2018). Strategic Corporate Social Responsibility: Tools and Theories for Responsible Management. Los Angeles: SAGE.

Hassan, S., Nadzim, S. Z. A., Shiratuddin, N. (2015). Strategic Use of Social Media for Small Business Based on The AIDA Model. Procedia-Social and Behavioral Sciences, 172, 262-269.

He, H., Harrıs, L. (2020). The Impact of Covid-19 Pandemic on Corporate Social Responsibility and Marketing Philosophy. Journal of Business Research, 116, 176-182.

Hejase, H. J. (2020). Corporate Social Responsibility Amid Covıd-19. Journal of Economics and Economic Education Research, 21(1), 1-3.

Huang, W., Chen, S., Nguyen, L. T. (2020). Corporate Social Responsibility and Organizational Resilience to COVID-19 Crisis: An Empirical Study of Chinese Firms. Sustainability, 12, 1-19.

Ibrahim, B. (2022). Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination. Journal of Promotion Management, 28(1), 60-90.

Ji, Y. G, Tao, W., Rim, H. (2020). Mapping Corporate Social Responsibility Research in Communication: A Network and Bibliometric Analysis. Public Relations Review, 46 (5), 1-15.

Kaplan, A. M., Haenlein, M. (2010). Users of The World, Unite! The Challenges and Opportunities of Social Media. Business Horizons, 53(1), 59-68.

Kesavan, R., Bernacchi, M. D., Mascarenhas, O. A. (2013). Word of Mouse: CSR Communication and The Social Media. International Management Review, 9(1), 58-66.

Komodromos, M. (2017). Examining Corporate Social Responsibility as A Public Relations Vehicle: An Empirical Study. International Journal of Corporate Strategy and Social Responsibility, 1(2), 101-117.

Kotler, P., Lee, N. R. (2008). Social Marketing: Influencing Behaviors for Good, (Third Ed.), Thousand Oaks, CA: Sage Publication.

Lea, B. R., Yu, W. B., Maguluru, N., Nichols, M. (2006). Enhancing Business Networks Using Social Network-Based Virtual Communities. Industrial Management & Data Systems, 106(1), 121-138.

Lee, S. Y. (2016). How Can Companies Succeed in Forming CSR Reputation? Corporate Communications, 21(4), 435-449.

Liu, F., Meng, L., Zhao, Y., Duan, S. (2020). The Influence of The Corporate Social Responsibility Disclosures on Consumer Brand Attitudes Under The Impact of COVID-19. Frontiers of Business Research in China, 14(28), 1-22.

Lietsala, K., Sirkkunen E. (2008). Social Media: Introduction to The Tools and Processes of Participatory Economy. Finland: The University of Tampere.

Ma, R., Cherian, J., Tsai, W. H., Sial, M. S., Hou, L., Álvarez-Otero, S. (2021). The Relationship of Corporate Social Responsibility on Digital Platforms, Electronic Word-of-Mouth, and Consumer-Company Identification: An Application of Social Identity Theory. Sustainability, 13(9), 4700.

Mahmes, K. A. M. (2018). Corporate Social Responsibility Disclosure and Company Characteristics: Insights and Empirical Evidence from The Libyan Extractive Sector. International Journal of Corporate Strategy and Social Responsibility, 1(4), 320-352.

Mills, A. J. (2012). Virality in Social Media: The SPIN Framework. Journal of Public Affairs, 12(2), 162-169.

Oh, J., Ki, E. J. (2019). Factors Affecting Social Presence and Word-of-Mouth in Corporate Social Responsibility Communication: Tone of Voice, Message Framing, and Online Medium Type. Public Relations Review, 45(2), 319-331.

Okazaki, S., Diaz-Martin, A. M., Rozano, M., Menendez-Benito, H. D. (2015). Using Twitter to Engage with Customers: A Data Mining Approach. Internet Research, 25 (3), 416–434.

Oldenburg, A. G., Miethlich, B. (2020). Corporate Social Responsibility Practice of Mobile Network Operators in the DACH Countries. Conference: 35nd IBIMA International Business Information Management Association Conference - Education Excellence and Innovation Management: A 2025 Vision to Sustain Economic Development during Global Challenges, At: Seville, Spain.

Pashootanizadeh, M., Khalilian, S. (2018). Application of The AIDA Model: Measuring The Effectiveness of Television Programs in Encouraging Teenagers to Use Public Libraries. Information and Learning Sciences, 119(11), 635-651.

Pirsch,, J. Gupta, S., Grau, S.L. (2007). A framework for Understanding Corporate Social Responsibility Programs as A Continuum: An Exploratory Study. Journal of Business Ethics, 70(2), 125-140.

Popkova, E., Delo, P., Sergı, B. S. (2021). Corporate Social Responsibility Amid Social Distancing During The COVID-19 Crisis: BRICS vs. OECD Countries. Research in International Business and Finance, 55, 1-12.

Pringle, H., Thampson, M. (2000). Marka Ruhu: Sosyal Sorumluluk Kampanyaları ile Marka Yaratmak. (Trans. Yelce Z., Feyyat C.), Scala Yayıncılık, İstanbul.

Puwirat, W., Tripopsakul, S. (2019). The Impact of Digital Social Responsibility on Customer Trust and Brand Equity: An Evidence from Social Commerce in Thailand. European Research Studies Journal, 22(2), 181-198.

Qiu, S., Jiang, J., Liu, X., Chen, M. H., Yuan, X. (2021). Can Corporate Social Responsibility Protect Firm Value During The Covid–19 Pandemic? International Journal of Hospitality Management, 93, 1-12.

Ramaswamy, V., Ozcan, K. (2016). Brand Value Co-Creation in A Digitalized World: An Integrative Framework and Research Implications. International Journal of Research in Marketing, 33(1), 93–106.

Rehman, F.U., Nawaz, T., Ilyas, M., Hyder, S. (2014). A Comparative Analysis of Mobile and Email Marketing Using AIDA model. Journal of Basic and Applied Scientific Research, 4(6), 38-49.

Roundy, P. T., Bonnal, M. (2020). Social Entrepreneurship and Economic Thought: A Path to Rapprochement. Global Business and Economics Review, 23(3), 257-279.

Ryan, T., Xenos, S. (2011). Who Uses Facebook? An Investigation into The Relationship Between The Big Five, Shyness, Narcissism, Loneliness, and Facebook Usage. Computers in Human Behavior, 27(5), 1658-1664.

Saxton, G.D., Gomez, L., Ngoh, Z., Lin, Y. P., Dietrich, S. (2019). Do CSR Messages Resonate? Examining Public Reactions to Firms' CSR Efforts on Social Media. Journal of Business Ethics, 155(2), 359-377.

Shaukat, A., Qiu, Y., Trojanowski, G. (2016). Board Attributes, Corporate Social Responsibility Strategy, and Corporate Environmental and Social Performance. Journal of Business Ethics, 135(3), 569-585.

Sosyal Medya Kampanyaları. Access Date: 28.05.2021, https://www.dijitalajanslar.com/projeler/sosyal-medya-kampanyalari/

Sosyal Sorumluluk Projesi. Access Date: 28.05.2021, https://www.hurriyet.com.tr/haberleri/sosyal-sorumluluk-projesi

TUİK (2022). Access Date: 14.03.2020, https://www.tuik.gov.tr/

Venger, V., Pomirleanu, N. (2018). Linking CSR Communication Activities to Consumer Brand Evaluations: An Examination of Mediating and Moderating Factors Linking CSR Communication to Brand Evaluations. Journal of Promotion Management, 24(5), 675–693.

Vethirajan, C., Mahalıngam, A., Shunmugam, M., Arıyadevı, N., Nancy, A., Jeyachıtra, S. (2020). Corporate Social Responsibility Practices by Indian Industries during Covid-19. Journal of Composition Theory, 13(5), 67-77.

We Are Social (2022). We Are Social Turkey 2022: Dünyada ve Türkiye'de İnternet-Sosyal Medya Kullanımı. Recro Digital Marketing, Access Date: 14.03.2020, https://recrodigital.com/dunyada-ve-turkiyede-internet-sosyal-medya-kullanimi-

2022/#:~:text=T%C3%BCrkiye'deki%20internet%20kullan%C4%B1c%C4%B1lar%C4%B1n%C4%B1n%20internette,ise%203%20saat%2044%2
0dakika

Wesley, S.C., Lee, M., Kim, E.Y. (2012). The Role of Perceived Consumer Effectiveness and Motivational Attitude on Socially Responsible Purchasing Behavior in South Korea. Journal of Global Marketing, 25, 29-44.

Wildowicz-Giegiel, A. (2014). The Evolution and The New Frontiers of Social Responsibility Accounting. Problems of Management in The 21st Century, 9(1), 95-102.

Yang, Y., Basile, K., Letourneau, O. (2020). The Impact of Social Media Platform Selection on Effectively Communicating About Corporate Social Responsibility. Journal of Marketing Communications, 26(1), 65-87.

Zhang, J., Xıe, C., Morrıson, A. M. (2021). The Effect of Corporate Social Responsibility on Hotel Employee Safety Behavior During COVID-19: The Moderation of Belief Restoration and Negative Emotions. Journal of Hospitality and Tourism Management, 46, 233-243.