

Social Media Marketing Effectiveness of Non-Profit Organizations: An Analysis on Environmentalist Organizations¹

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Zübeyde Yalçın* – Meltem Canoğlu**

* Graduate St., Osmaniye Korkut Ata University, Institute of Social Sciences, Osmaniye/Turkey

E-Posta: zubeydeyalcing@gmail.com

ORCID: [0000-0003-2334-7712](https://orcid.org/0000-0003-2334-7712)

** Assist. Prof. Dr., Osmaniye Korkut Ata Uni., Faculty of Eco. and Ad. Scie., Osmaniye/ Turkey

E-Posta: meltemcanoglu@osmaniye.edu.tr

ORCID: [0000-0001-7712-1650](https://orcid.org/0000-0001-7712-1650)

Abstract

Today, all for-profit and non-profit organizations use social media platforms as a marketing tool. Social networking sites such as Facebook, Twitter and Instagram have created a new area for organizations to communicate with their target audience, to increase brand awareness and to provide brand engagement. Measuring social media success for the organization along with the use of social media as a marketing tool has become a significant issue. This study aims to measure the social media marketing effectiveness of non-profit organizations, and thus examining Facebook, Twitter and Instagram accounts of 35 organizations operating in the field of environmental protection. Based upon the data obtained from Facebook, Twitter and Instagram social network sites, the organizations' use of social media in the same event was interpreted according to the social media marketing effectiveness measurement metrics identified by Hoffman and Fodor; moreover, to what extent they were successful were analyzed in terms of brand awareness, brand engagement and word of mouth communication. TEMA Foundation and WWF Foundation were noted to use three social network sites more effectively and they were more successful regarding brand awareness, brand engagement and word of mouth communication compared to the other organizations.

Keywords: social media, social networks, social media marketing, efficiency of social media marketing, non-profit organizations

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Kâr Amacı Gütmeyen Organizasyonların Sosyal Medya Pazarlaması Etkinliği: Çevreci Organizasyonlar Üzerine Bir İnceleme

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Öz

Günümüzde kâr amacı güden ve kâr amacı gütmeyen tüm organizasyonlar sosyal medya platformlarını bir pazarlama aracı olarak kullanmaktadırlar. Facebook, Twitter ve Instagram gibi sosyal ağ siteleri organizasyonlar için hedef kitle ile iletişim kurmak, marka bilinirliğini arttırmak ve markalarına karşı bir bağlılık sağlamaları için yeni bir ortam oluşturmuştur. Sosyal medyanın pazarlama aracı olarak kullanılması ile birlikte organizasyonlar için sosyal medya başarısını ölçmek önemli bir konu haline gelmiştir. Kâr amacı gütmeyen organizasyonların sosyal medya pazarlaması etkinliğinin ölçülmesi hedeflenen bu çalışmada, çevre koruma alanında faaliyet gösteren 35 organizasyonun Facebook, Twitter ve Instagram hesapları incelenmiştir. Organizasyonların Facebook, Twitter ve Instagram sosyal ağ sitelerinden elde edilen veriler doğrultusunda sosyal medyayı aynı etkinlikte kullanıp kullanmadıkları Hoffman ve Fodor'un sosyal medya pazarlaması etkinliği ölçme kriterlerine göre yorumlanmıştır ve marka bilinirliği, marka bağlılığı, ağızdan ağıza iletişim açısından ne kadar başarılı oldukları tespit edilmeye çalışılmıştır. TEMA Vakfı ve WWF Vakfı'nın, örneklem çerçevesinde incelenen diğer organizasyonlara kıyasla üç sosyal medya sitesini daha etkin kullandıkları ve marka bilinirliği, marka bağlılığı ve ağızdan ağıza iletişimde daha başarılı oldukları tespit edilmiştir.

Anahtar Kelimeler : sosyal medya, sosyal ağlar, sosyal medya pazarlaması, sosyal medya pazarlaması etkinliği, kâr amacı gütmeyen organizasyonlar

Introduction

Great changes in today's economy have shaped the understanding of marketing with the driving force of technology and globalization, and people not only benefit from the advantages of development but they also have to struggle with the emerging disadvantages. The main point to be taken into account is how to act by planning the future while consuming scarce resources. The statement of the Indians, "We do not inherit the earth from our ancestors, we borrow it from our children." summarizes the subject. To give an example, on the one hand, people experience the comfort of the air conditioner against the heat; on the other, they are faced with the global warming effect of air conditioners. On that point, encouraging people to use limited air conditioning against global warming, which is the negative effect of air conditioning can be defined as a significant behavior (Nurtanış Velioglu and Çoknaz, 2010, p.455).

Besides, social media, another element that has come into being with the development of technology, is used for various purposes such as communication, access to information, entertainment and shopping in today's society. In this regard, social media has become an important tool as it changes individuals' daily lives. Since individuals have the opportunity for producing and consuming the content they wish on social media, they become owners of an informal communication channel in their daily lives. For-profit and non-profit organizations tend towards social media sites as social media users are people. Social media enables mutual communication that is interaction, by discarding the barriers between organizations and the target audience (Saatçioğlu, 2017, p.159).

Thus, non-profit organizations that are willing to benefit from the opportunities offered by the internet and that are aware of new technologies in order to reach their target audiences need to take advantage of the chance to present their functions such as announcing their activities and collecting donations through the internet and new communication technologies (Yılmazel, 2011, p.2).

This study attempts to identify and interpret the effective use of social media by non-profit organizations operating in the field of environmental and natural life protection that exists on social media sites, considered as

a way of communicating with people, via social media marketing effectiveness measurement metrics announced by Hoffman and Fodor.

Method

This study aims at measuring non-profit organizations' effectiveness on social media marketing activities. In this sense, the population of the study consisted of all associations and foundations being active in the environment and wildlife protection areas in Turkey. The sample was determined by judgement (purposive) sampling, one of the non-random sampling methods. Judgement (purposive) sampling is defined as the sampling type in which the decision of the sample is made by the researcher (Zeren, 2015, p.228). Therefore, the sample of the study included associations and foundations for the protection of environment and natural life, which have a website, whose Facebook, Twitter and Instagram accounts are shared on their websites, and which use these three social media tools simultaneously. The websites of the General Directorate of Civil Society Relations (<https://www.siviltoplum.gov.tr/>, 28.05.2019) and the General Directorate of Foundations (https://www.vgm.gov.tr, 28.05.2019) were used while determining the sample. In addition, the sample of a doctoral thesis (Kaçar, 2014, p.275) was also taken into consideration.

The organizations included in the sample of the study are as follows; TEMA (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats), WWF Foundation (World Wildlife Foundation), ÇEVKO Foundation (Environmental Protection and Packaging Waste Recovery and Recycling Foundation), ÇEKÜL (The Foundation for the Protection and Promotion of the Environment and Cultural Heritage), TUDAV Foundation (Turkish Marine Research Foundation), TÜÇEV Foundation (Turkey Environmental Protection Foundation), Mind Your Waste Foundation, Tekfen Foundation, Disaster Awareness Association, DOĞÇEV Association (Nature and Environment Protection, Survival Association), DOSDER Association (Nature and Sustainability Association), Natural Life Association, the Rural Environment Association, SURGED Association (Sustainable Future Association), GÜNDER Association (International Solar Energy Society Turkey), DMAD As-

sociation (Marine Mammals Research Association), MUKEDER Association (Happy Cats Association), ECORDING Association (Conscious Life Association), KEŞAN DOÇEK Association (Keşan Nature and Environment, Culture Association), ESÇEVDER Association (Eskişehir Environmental Protection and Development Association), ASPEG Association (Anatolian Speleology Group Association), ÇEKUD Association (Association of Environmental Organizations), TURMEPA Association (DenizTemiz Association), BOĞAZIÇI PATİLLİLER Association (Life Animals and Nature Conservation Association), Pan Association, Street Is Ours Association, Earth Association, Mediterranean Conservation Association, Environmentalist Energy Association, Nature Association, Zeytinçe Association, KOHAYDER Association (Kocaeli Friends of Nature and Animal Association), Hemşin Life Association, TİB Federation (Federation of Trakya Scouts Union), DOHAS Association (Nature and Animal Lovers Association).

The official Facebook, Twitter and Instagram accounts of the non-profit organizations were examined between June 4-11, 2019. In this vein, the dates of the last posts, the number of followers, the number of shares and the user interactions were initially identified from the organizations' social media accounts until June 4, 2019. Since the World Environment Day is June 5, the study was conducted between June 4-11, 2019 (inclusive). The data were interpreted in terms of brand awareness, brand engagement and word-of-mouth communication based on the "Metrics for Measuring Social Media Marketing Effectiveness" developed by Hoffman and Fodor (2010, p. 44) in order to measure the effectiveness of social media marketing. Besides, the rate of being talked about on the social media sites of the organizations was obtained from BoomSocial (<https://www.boom-social.com/>), which is one of the free sites used in the measurement of social media marketing effectiveness, and it was evaluated in terms of brand awareness.

This section provides information regarding the metrics for measuring the effectiveness of social media marketing, which is the method of this study.

Metrics for Measuring Social Media Marketing Effectiveness

With the emergence and prevalence of new communication technologies, social media tools are widely used in corporate organization and public communication (Luo and Jiang, 2012, p.57). Along with the increasing popularity of social media, the measurement of activities (Luo and Jiang, 2012, p.59) and success have become one of the hottest topics that businesses and organizations using social media platforms are interested in (Barutçu and Tomaş, 2013, p.13). Organizations and businesses must have the ability to monitor social media metrics in order to understand what is posed in the social media environment. There are currently no precise methods for measuring the success of a social media campaign. In this respect, social media marketing effectiveness measurements are a brand new issue that needs to be improved (Cray, 2012, p.46).

It is necessary for an organization to calculate social media marketing effectiveness, gain brand awareness, generate revenue, and determine whether the specified goals such as customer satisfaction have been achieved (<https://www.socialbakers.com/blog/7-steps-to-measure-social-media-marketing-roi-a-complete-guide>, 13.11.2019). Social media sites are used as a marketing tool for most organizations. Traditional methods may not provide concrete results while measuring social media marketing effectiveness (Barutçu and Tomaş, 2013, p.14). Hoffman and Fodor (2010, p.42) noted that the measurement of social media marketing effectiveness is quite unlike from traditional methods, and managers should consider consumer motivations and how they engage in the social media addresses of the brands instead of calculating the returns in terms of customers' feedback while calculating the organization's effectiveness on social media sites.

Hoffman and Fodor (2010, p. 45) emphasized that there are three social media goals that help calculate social media marketing effectiveness; brand awareness, brand engagement and word of mouth. Zarrella, on the other hand, stated that calculating social media marketing effectiveness is much less complicated and it is sufficient to deduct the cost of the social media business (including money and time investments) from the revenue generated to calculate it. He stated that it would be profitable if the result

was positive, but if not, the campaign addresses should be revisited and attention should be paid to which sites (such as Facebook and Twitter) and tactics created the most value (Wendlandt, 2012, p.18).

Different from Hoffman and Fodor's methods, those developed for measuring social media marketing effectiveness are presented below;

Brand Reach = Facebook Fans + Twitter Followers

Content Reach = Brand Reach + \sum (Shares) x (Access for each Share)

Content Engagement = Posts + Replies / Total Pieces of Social Content

Content Engagement = Clicks / Content Reach

Brand Engagement = Likes + Tweets + Comments + Mentions

Attention = Reach x Engagement (Wendlandt, 2012, p.26-27; Ghali, 2011, p.4-7).

Table 1 depicts the metrics developed by Hoffman and Fodor (2010, p. 44) with a view to measuring social media marketing effectiveness. These metrics include various metrics for social media by classifying them according to social media applications and social media performance targets. Despite not being exhaustive, it is expected to be a useful starting point for organizations to measure the effectiveness of their social media efforts since the metrics listed are easily measured.

Pencarelli and Mele (2018, p.30) highlighted that the higher the interaction value (such as following the page, like-comment) of the organizations' followers with the content published on social media sites is, the higher the value of the organizations' goals (brand awareness, brand engagement, word of mouth) can be achieved. At that point, the data obtained from the social media accounts of the organizations are interpreted in this regard. In a nutshell, this study suggested that the higher the interaction values of organizations such as the number of followers, likes and comments are, the higher the brand awareness, brand engagement and word of mouth communication is.

Table 1. Hoffman and Fodor's Metrics for Measuring Social Media Marketing Effectiveness

Social Media Applications	Brand Awareness	Brand Engagement	Word of Mouth Communication
Blogs	Number of unique visits, Number of return visits, Number of times bookmarked, Search ranking	Number of members, Number of RSS feed subscribers, Number of comments, Amount of user-generated content, Average length of time on site, Number of responses to polls, Contents, Surveys	Number of references to blog in other media, Number of reblogs, Number of times badge displayed on other sites, Number of "likes"
Microblogging (Twitter)	Number of tweets about the brand, Valence of tweets +/-, Number of followers	Number of followers, Number of replies (@)	Number of retweets
Social Bookmarking	Number of tags	Number of followers,	Number of additional taggers
Forums, Discussion Boards (Google Groups)	Number of page views, Number of visits, Valence of posted content (+,-)	Number of relevant topics/threads, Number of replies, Number of sign-ups	Incoming links, Citations in other sites, Tagging in social bookmarking, Offline references to the forum or its members, In private communities: number of pieces of content (photos, discussions, videos); chatter pointing to the community outside of the group, Number of "likes"
Product Reviews (Amazon)	Number of reviews posted, Valence of reviews, Number and valence of other users' responses to reviews (+/-), Number of wish list adds, Number of products included in users' lists	Length of reviews, Relevance of reviews, Valence of other users' ratings of reviews, Number of wish list adds, Overall number of reviewer rating scores, Average reviewer rating score	Number of reviews posted, Valence of reviews, Number and valence of other users' responses to reviews (+/-), Number of references to reviews in other sites, Number of visits to review site page, Number of times product included in users' lists

Table 1. (Cont'd) Hoffman and Fodor's Metrics for Measuring Social Media Marketing Effectiveness

Social Media Applications	Brand Awareness	Brand Engagement	Word of Mouth Communication
Social Networks (Facebook, LinkedIn)	Number of members/fans, Number of installs of application, Number of impressions, Number of bookmarks, Number of reviews/ratings and valence +/-	Number of comments, Number of active users, Number of "likes" number of user-generated items (photos, threads, replies), Usage metrics of Applications/ Widgets, Impressions-to-interactions ratio, Rate of activity (how often members update their profiles)	Frequency of appearances in timeline of friends, Number of posts on Wall, Number of reposts/shares, Number of responses to friend referral invites
Video and Photosharing (Flickr, Youtube, Instagram)	Number of views of Video/Photo, Valence of video/photo ratings and comment (+,-)	Number of replies, Number of page views, Number of comments/reviews, Number of subscribers	Number of embeddings, Number of incoming links, Number of references in mock-ups or derived work, Number of times republished in other social media and offline, Number of "likes"

Source: Hoffman and Fodor, 2010, p. 44

Findings

This section includes the interpretation of the data elicited by examining the social media accounts of the organizations determined as samples within the scope of the study. The last sharing dates of the organizations, whose social media accounts were initially examined between June 4 and 11, 2019, were identified and depicted in Table 2. The data in Table 2 includes information regarding the sharing date of the organizations until June 4, 2019, when their social media accounts started to be examined. Afterwards, the change in the number of followers was determined according to the dates, and the organizations that gained and lost the most followers were identified. The shares and how the users (consumers) inter-

acted with these shares were examined. The last sharing dates of the organizations until June 4, 2019 on Facebook, Twitter and Instagram accounts are presented in Table 2.

Table 2. Last Sharing Dates of Organizations until June 4, 2019

Organizations Dates	Facebook	Twitter	Instagram
TEMA Foundation	June 3, 2019	June 3, 2019	June 3, 2019
WWF Foundation	June 3, 2019	June 3, 2019	June 3, 2019
ÇEVKO Foundation	May 31, 2019	May 31, 2019	May 31, 2019
ÇEKÜL Foundation	May 31, 2019	May 31, 2019	May 31, 2019
TÜDAV Foundation	June 1, 2019	June 1, 2019	May 19, 2019
TÜÇEV Foundation	January 4, 2019	Not shared yet.	Not shared yet.
Mind Your Waste Foundation	June 3, 2019	June 3, 2019	June 3, 2019
TEKFEN Foundation	May 29, 2019	May 25, 2019	May 29, 2019
Disaster Awareness Association	January 21, 2018	March 24, 2017	January 6, 2018
DOĞÇEV Association	June 3, 2019	May 18, 2019	June 2, 2019
DOSDER Association	June 3, 2019	May 21, 2019	May 27, 2019
Natural Life Association	June 3, 2019	March 14, 2017	March 14, 2017
RURAL ENVIRONMENT Association	May 30, 2019	June 2, 2019	June 2, 2019
SURGED Association	October 25, 2018	May 8, 2017	January 11, 2018
GÜNDER Association	June 2, 2019	June 2, 2019	June 2, 2019
DMAD Association	May 31, 2019	August 28, 2018	May 21, 2019
MUKEDER Association	May 23, 2019	May 22, 2019	May 22, 2019
ECORDING Association	June 1, 2019	June 1, 2019	June 1, 2019
KEŞAN DOÇEK Association	June 3, 2019	April 25, 2019	May 27, 2019
ESÇEVDER Association	June 3, 2019	June 3, 2019	June 3, 2019
ASPEG Association	June 2, 2019	April 30, 2017	May 26, 2019
ÇEKUD Association	June 3, 2019	June 3, 2019	June 3, 2019
TURMEPA Association	May 27, 2019	March 6, 2019	May 31, 2019
BOĞAZIÇI PATİLLER Association	May 19, 2019	May 19, 2019	May 19, 2019
Pan Association	April 3, 2019	November 2, 2018	May 13, 2019
Street is Ours Association	June 3, 2019	May 30, 2019	June 3, 2019
Earth Association	May 30, 2019	May 31, 2019	May 30, 2019
Mediterranean Protection Association	June 1, 2019	June 2, 2019	June 1, 2019
Environmental Energy Association	June 3, 2019	June 3, 2019	June 3, 2019
Nature Association	June 2, 2019	June 2, 2019	June 2, 2019
Zeytinçe Association	June 3, 2019	June 3, 2019	May 23, 2019
KOHAYDER Association	June 3, 2019	June 3, 2019	June 3, 2019
Hemşin Life Association	May 25, 2019	May 29, 2019	May 25, 2019
TİB Federation	June 3, 2019	May 22, 2019	May 27, 2019
DOHAS Association	June 3, 2019	May 30, 2019	June 1, 2019

Table 2 suggests the last sharing contents of the organizations before this study was conducted. Considering their Facebook accounts, Sustainable Future Association (SURGED) and Disaster Awareness Association last made sharing in 2018. They did not produce any content during the week when the study was being carried out. Besides, almost all of the organizations have shared their posts very recently to the date of the review. Moreover, the majority of the organizations continued their shares during the review. The daily number of shares is displayed in the following tables.

Upon analyzing Twitter accounts, Turkey Environment Foundation (TÜÇEV) did not share posts starting from the date of creating the Twitter account until the study was conducted. Likewise, Disaster Awareness Association, Natural Life Association, Sustainable Future Association (SURGED), the Anatolian Speleology Group Association (ASPEG) last made their sharing in 2017, while the Marine Mammal Research Association (DMAD) and the Pan Association enabled sharing in 2018. These above-mentioned organizations did not share any content while the study was being conducted.

Turkey Environment Foundation (TÜÇEV) did not share posts from Instagram account, before and while conducting this study, Natural Life Association finally made sharing in 2017, while Disaster Awareness Association and Sustainable Future Association (SURGED) in 2018.

Hoffman and Fodor's last sharing dates for Facebook social network site are used as a metric in measuring brand engagement. Hoffman and Fodor (2010, p.46) implied that brand engagement can be enhanced through social media platforms in various ways, one of which is to be renewed and updated. They emphasized that visits and views may increase for new and improved blogs. In this regard, it may be wise to mention that the Sustainable Future Association (SURGED) and Disaster Awareness Association were not be able to provide brand engagement since they last shared posts from their Facebook accounts in 2018 and were not active throughout the study.

The data obtained from the organizations' social media accounts also refers to the number of Facebook, Twitter and Instagram followers of the

organizations. Table 3 contains data on the number of Facebook, Twitter and Instagram followers of the organizations between 4-11 June 2019.

Table 3. The Number of Facebook, Twitter and Instagram Followers of the Organizations between 4-11 June 2019

Organ- iza- tions	Social net- work sites	June 4, 2019	June 5, 2019	June 6, 2019	June 7, 2019	June 8, 2019	June 9, 2019	June 10, 2019	June 11, 2019	Total differ- ence (+/-)
TEMA Foun- dation	Facebook	575.193	575.292	575.314	575.343	575.330	575.358	575.373	575.369	176
	Twitter	412.656	412.796	412.841	412.860	412.890	412.920	412.962	412.989	333
	Instagram	234.391	234.682	234.907	235.108	235.358	235.627	235.825	236.124	1.733
WWF Foun- dation	Facebook	313.312	313.271	313.246	313.256	313.250	313.248	313.245	313.221	-91
	Twitter	264.832	264.924	264.970	265.001	265.031	265.040	265.071	265.101	269
	Instagram	133.550	133.863	134.095	134.184	134.371	134.466	134.446	134.534	984
CEVK O Foun- dation	Facebook	57.303	57.485	57.481	57.479	57.478	57.475	57.478	57.479	176
	Twitter	5.903	5.915	5.917	5.920	5.919	5.927	5.931	5.935	32
	Instagram	12.622	12.642	12.650	12.653	12.650	12.644	12.652	12.679	57
ÇEKÜ L Foun- dation	Facebook	24.637	24.635	24.636	24.634	24.634	24.635	24.643	24.654	17
	Twitter	7.140	7.144	7.145	7.153	7.157	7.159	7.161	7.161	21
	Instagram	6.151	6.152	6.164	6.168	6.175	6.181	6.188	6.194	43
TÜ- DAV Foun- dation	Facebook	5.636	5.636	5.636	5.640	5.641	5.643	5.645	5.647	11
	Twitter	753	752	754	753	753	754	754	754	1
	Instagram	580	580	580	580	580	580	580	580	-
TÜ- ÇEV Foun- dation	Facebook	9	9	9	9	9	9	9	9	-
	Twitter	9	9	9	9	9	9	9	9	-
	Instagram	18	18	18	18	18	18	18	18	-
Mind Your Waste Foun- dation	Facebook	39.536	39.540	39.541	39.541	39.557	39.580	39.591	39.597	61
	Twitter	1.655	1.684	1.685	1.684	1.685	1.690	1.691	1.699	44
	Instagram	12.784	12.859	12.862	12.885	12.890	12.887	12.923	12.952	168
TEK- FEN Foun- dation	Facebook	86.349	86.350	86.348	86.351	86.347	86.370	86.393	86.420	71
	Twitter	1.686	1.686	1.688	1.688	1.690	1.691	1.692	1.693	7
	Instagram	18.747	18.750	18.758	18.751	18.755	18.757	18.767	18.770	23
Disas- ter Aware ness Asso- cia- tion	Facebook	632	632	632	632	632	631	631	631	-1
	Twitter	288	288	288	288	290	290	289	289	1
	Instagram	263	263	263	263	263	263	263	263	-
DOĞÇ EV As- socia- tion	Facebook	1.407	1.407	1.407	1.407	1.405	1.404	1.404	1.404	-3
	Twitter	104	104	104	104	104	104	103	102	-2
	Instagram	625	625	626	626	627	625	624	621	-4
DOSD ER As- socia- tion	Facebook	2.318	2.324	2.326	2.332	2.336	2.343	2.345	2.355	37
	Twitter	10	10	10	10	10	10	10	10	-
	Instagram	72	72	72	72	74	74	74	74	2
Natu- ral Life Asso- cia- tion	Facebook	6.629	6.629	6.632	6.630	6.633	6.633	6.631	6.634	5
	Twitter	572	571	570	570	569	569	570	572	-
	Instagram	148	147	147	148	148	146	147	147	-1
RU- RAL ENVI- RON- MENT	Facebook	4.780	4.783	4.783	4.794	4.802	4.807	4.813	4.821	41
	Twitter	904	907	906	908	909	909	910	909	5
	Instagram	887	890	889	889	889	891	892	906	19

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SURG ED As- socia- tion	Facebook	165	165	165	166	166	166	166	166	1
	Twitter	153	153	152	151	151	151	151	151	-2
	Instagram	312	312	312	311	311	311	311	311	-1
GÜN- DER Asso- cia- tion	Facebook	5.228	5.228	5.227	5.228	5.225	5.228	5.228	5.231	3
	Twitter	5.119	5.122	5.123	5.127	5.126	5.126	5.131	5.134	15
	Instagram	794	794	795	793	793	795	797	801	7
DMA D As- socia- tion	Facebook	1.933	1.934	1.935	1.935	1.937	1.938	1.938	1.938	5
	Twitter	30	30	30	30	31	31	31	32	2
	Instagram	10.946	10.950	10.949	10.948	10.949	10.949	10.951	10.950	4
MUKE DER Asso- cia- tion	Facebook	575	581	585	618	629	636	639	640	65
	Twitter	3	3	3	3	3	3	3	3	-
	Instagram	4.663	4.634	4.640	4.640	4.639	4.641	4.655	4.657	-6
ECOR DING Asso- cia- tion	Facebook	374	374	374	374	374	374	373	373	-1
	Twitter	2.973	2.972	2.970	2.966	2.963	2.968	2.967	2.967	-6
	Instagram	10.752	10.752	10.746	10.725	10.709	10.698	10.696	10.694	-58
KEŞA N DOÇE K As- socia- tion	Facebook	5.930	5.929	5.930	5.928	5.931	5.936	5.935	5.933	3
	Twitter	111	111	111	111	111	111	111	111	-
	Instagram	1.223	1.224	1.224	1.224	1.224	1.224	1.223	1.224	1
ESÇEV DER Asso- cia- tion	Facebook	578	582	583	592	597	602	609	611	33
	Twitter	79	80	79	79	79	79	79	79	-
	Instagram	212	212	212	212	213	213	216	217	5
ASPE G As- socia- tion	Facebook	894	894	894	894	894	895	895	895	1
	Twitter	88	88	88	88	88	88	88	88	-
	Instagram	3.380	3.376	3.378	3.373	3.369	3.370	3.371	3.365	-15
ÇEKU D As- socia- tion	Facebook	13.510	13.504	13.504	13.502	13.501	13.499	13.499	13.497	-13
	Twitter	8.460	8.457	8.459	8.457	8.459	8.459	8.456	8.459	-1
	Instagram	2.533	2.538	2.536	2.537	2.548	2.541	2.540	2.538	5
TUR- MEPA Asso- cia- tion	Facebook	23.573	23.574	23.570	23.572	23.569	23.567	23.562	23.557	-16
	Twitter	6.875	6.873	6.869	6.868	6.869	6.870	6.885	6.890	25
	Instagram	5.195	5.204	5.215	5.222	5.270	5.277	5.291	5.365	170
BOĞA ZİÇİ PATİL İLER Asso- cia- tion	Facebook	2.499	2.497	2.496	2.496	2.496	2.497	2.497	2.497	-2
	Twitter	161	161	161	161	161	161	161	161	-
	Instagram	1.552	1.549	1.548	1.548	1.548	1.546	1.544	1.545	-7
Pan Asso- cia- tion	Facebook	625	625	625	625	624	623	623	622	-3
	Twitter	40	40	40	40	40	40	40	40	-
	Instagram	1.194	1.191	1.190	1.190	1.189	1.186	1.185	1.184	-10
Street is Ours Asso- cia- tion	Facebook	3.293	3.294	3.292	3.291	3.291	3.291	3.291	3.292	-1
	Twitter	3.355	3.353	3.352	3.350	3.351	3.353	3.353	3.352	-3
	Instagram	1.385	1.387	1.387	1.388	1.383	1.381	1.381	1.383	-2
Earth Asso- cia- tion	Facebook	26.643	26.643	26.643	26.640	26.637	26.635	26.632	26.633	-10
	Twitter	20.809	20.824	20.836	20.858	20.862	20.884	20.902	20.908	99
	Instagram	9.010	9.032	9.040	9.136	9.181	9.206	9.228	9.248	238
Medi- terra- nean Protec- tion	Facebook	2.977	2.978	2.979	2.980	2.981	2.981	2.982	2.981	4
	Twitter	488	489	490	489	489	491	491	492	4
	Instagram	828	833	861	882	895	895	897	900	72

Envi- ron- men- tal Energy Asso- cia- tion	Facebook	1.998	1.998	1.999	1.999	1.999	1.999	1.999	2.000	2
	Twitter	2.344	2.344	2.345	2.345	2.345	2.345	2.348	2.348	4
	Instagram	941	940	940	938	935	935	935	939	-2
Nature Asso- cia- tion	Facebook	175.184	175.153	175.151	175.141	175.134	175.142	175.135	175.117	-67
	Twitter	90.597	90.624	90.670	90.711	90.743	90.783	90.791	90.809	212
	Instagram	31.985	32.013	32.045	32.076	32.095	32.108	32.105	32.131	146
Zeytin ce As- socia- tion	Facebook	2.447	2.451	2.452	2.455	2.457	2.458	2.459	2.459	12
	Twitter	267	266	266	266	264	267	267	268	2
	Instagram	699	700	700	700	701	701	701	701	2
KO- HAY- DER Asso- cia- tion	Facebook	11.370	11.369	11.370	11.390	11.385	11.382	11.384	11.384	14
	Twitter	429	429	427	428	429	430	429	428	-1
	Instagram	2.241	2.244	2.248	2.244	2.246	2.246	2.242	2.251	10
Hemşi n Life Asso- cia- tion	Facebook	3.019	3.018	3.018	3.017	3.016	3.022	3.027	3.032	13
	Twitter	365	364	363	363	364	364	372	373	8
	Instagram	792	791	791	790	791	791	793	793	1
TİB Feder- ation	Facebook	1.893	1.894	1.892	1.892	1.893	1.893	1.893	1.892	-1
	Twitter	142	142	142	142	142	142	142	142	-
	Instagram	487	488	487	487	489	490	488	488	1
DO- HAS Asso- cia- tion	Facebook	7.293	7.293	7.291	7.297	7.305	7.306	7.325	7.329	36
	Twitter	472	472	472	470	470	469	469	468	-4
	Instagram	3.569	3.569	3.559	3.555	3.547	3.552	3.547	3.543	-26

Table 3 demonstrates the number of Facebook, Twitter and Instagram followers of the organizations between 4-11 June 2019. Table 3 details about the number of followers in organizations' Facebook accounts as follows: increases and decreases were initially observed in the number of Turkey Environment Foundation (TÜÇEV) followers. In addition, the foundations having the most increasing followers (increased by the same number) were TEMA Foundation and ÇEVKO Foundation with 176 followers. The most losing followers belonged to WWF Foundation with 91 followers and Nature Association with 67 followers.

TEMA Foundation, WWF Foundation, ÇEVKO Foundation, TEKFEN Foundation and Nature Foundation had quite a large number of followers compared to the others. Hoffman and Fodor noted that brand awareness and brand engagement are measured according to the number of followers. In the social media environment, using an application designed by a person on behalf of the company or subscribing to a page created by the organization increases brand awareness (Hoffman and Fodor, 2010, p.45). In this respect, TEMA Foundation, WWF Foundation, ÇEVKO Foundation, TEKFEN Foundation and Nature Association, having the highest

number of followers, can be said to gain more brand awareness and engagement compared to the other organizations.

As is seen in Table 3, the rate of most talked about TEMA Foundation with the highest number of followers during the present study (4-11 June 2019) is displayed in Figure 1.

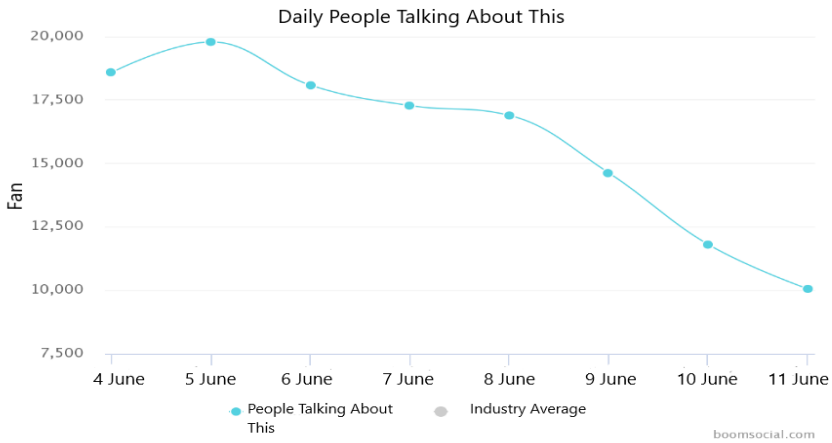


Figure 1. Number of people talking about TEMA Foundation daily (Facebook) (Source: <https://www.boomsocial.com/>, 12.10.2019)

Having the highest number of followers and increase, TEMA Foundation was also most talked about organization on Facebook social network site. Due to the World Environment Day on June 5, 2019, it became most talked about this week, and 19,766 people talked about TEMA Foundation. When evaluated in terms of brand awareness, TEMA Foundation can be said to be the most known organization among all organizations. Figure 2 shows TEMA Foundation's number of daily engagement on the Facebook social network site.

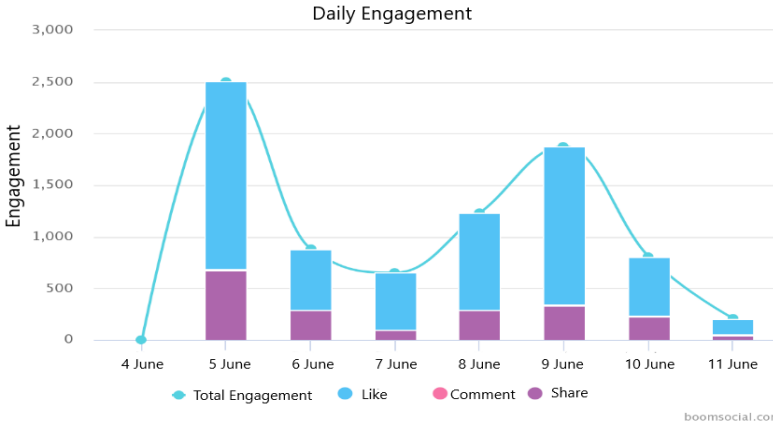


Figure 2. The number of TEMA Foundation's daily engagement (Facebook) (Source: <https://www.boomsocial.com/>, 12.10.2019)

TEMA Foundation formed the most interactions on June 5, 2019 with 2,503 interactions. Three types of interaction can be made on Facebook. These were; like, comment and share. TEMA Foundation received 1,815 of these engagement types as likes, 9 as comments and 679 as shares. Users mostly preferred likes as the type of engagement.

Table 3 illustrates that the organizations with the highest number of followers on the Twitter social network site were TEMA Foundation, WWF Foundation, Nature Association and Earth Association. Meanwhile, TEMA Foundation, WWF Foundation, Nature Association and Earth Association were the organizations that experienced the highest increase in followers. DOĞÇEV Association, SURGED Association, ECORDING Association, ÇEKUD Association, Street is Ours Association, KOHAYDER Association and DOHAS Association lost followers. TEMA Foundation, WWF Foundation, Nature Association and Earth Association, which had the most followers for the Twitter social network site in terms of brand awareness and brand engagement and gained the most followers during the study, were more known than other organizations and they created engagement to their brands.

The number of daily engagement regarding the Twitter account of TEMA Foundation is depicted in Figure 3.

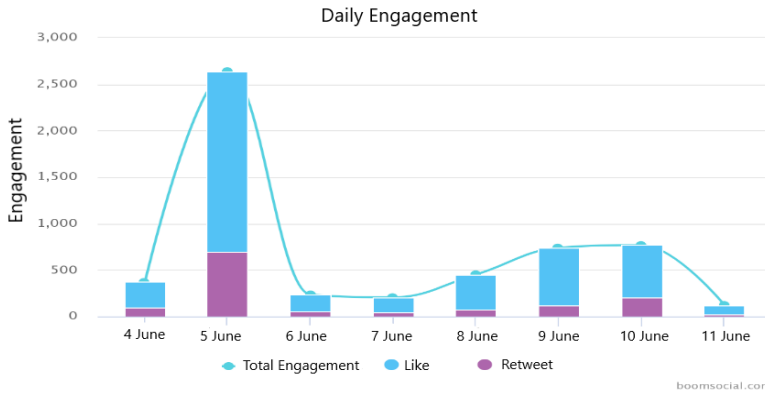


Figure 3. The number of TEMA Foundation's daily engagement (Twitter) (Source: <https://www.boomsocial.com/>, 12.10.2019)

TEMA Foundation also got the most engagement from its Twitter account on June 5, 2019. Among the engagement types, likes were 4.221 and Retweets were 1.311. Users mostly interacted with likes.

Consumers are in a position to communicate their ideas to other consumers when they generate commitment to brands and when the brand is noticeable to consumers. Thus, satisfied and loyal customers can express their opinions through the social network applications created by the brand itself (Hoffman and Fodor, 2010, p.46). Hoffman and Fodor stated that the effectiveness of word-of-mouth communication could be measured by the number of Retweets. Retweet means reposting the message (tweet) of a person or organization that a user follows to share with their followers (Brown, 2012, p.135). In other words, Twitter users can quote (retweet) a message to convey to their Twitter followers (Ghali, 2011, p.12). TEMA Foundation was most talked about organization on Twitter this week. One of the major reasons for the increase in the number of followers is talking about it and it is successful in word-of-mouth communication.

As observed in Table 3, the two organizations with the highest number of followers on the Instagram social network site were TEMA Foundation and WWF Foundation. Besides, TEMA Foundation and WWF Foundation were those experiencing the highest increase in followers while the study was being conducted. TEMA Foundation had the greatest increase in the number of followers compared to other organizations, with a total of 1,733

followers. WWF Foundation had the second biggest increase with 984 followers. ECORDING Association was the organization that lost the most followers with 58 followers.

Measuring the effectiveness of brand engagement for video and photo sharing sites like Instagram depends on the number of followers. In addition, the number of comments / review of the posts is regarded as the indicator. TEMA Foundation and WWF Foundation can be mentioned to gained engagement towards their brands thanks to having the highest number of followers. It is possible to measure word-of-mouth communication through the number of likes made by the users to the posts. The number of comments / reviews and likes of is presented in Figure 4 for TEMA Foundation and in Figure 5 for WWF Foundation with graphics.

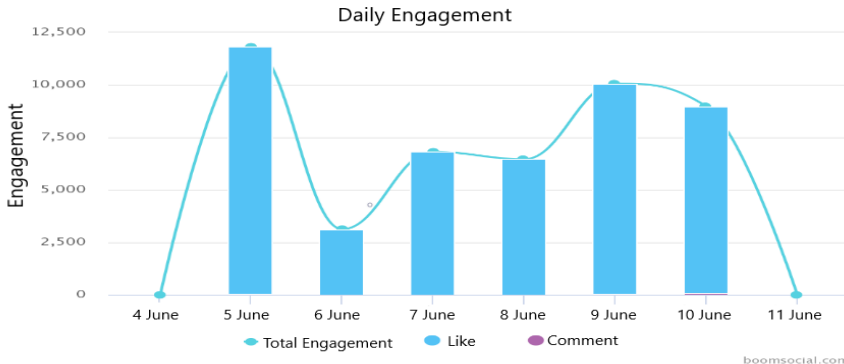


Figure 4. TEMA Foundation's daily engagement (Instagram) (Source: <https://www.boomsocial.com/>, 12.10.2019)

The daily engagement graph of TEMA Foundation in Figure 4 demonstrates that the foundation enjoyed the most engagement through likes. Likes were mostly made on June 5, 2019 with 11,753 likes, while the comments were on June 10 with 97 comments. TEMA Foundation received a total of 47,008 likes during the current study. Upon examining in terms of word of mouth communication, the engagement was mostly observed in Instagram. Therefore, this may be one of the most significant reasons for the increase in followers. Because users play a role in the social network accounts of brands to reach other users as they express their attitudes towards the brand through social media applications thanks to word-of-mouth communication. In this way, there is an increase in followers

Social Media Marketing Effectiveness of Non-Profit Organizations: An Analysis on Environmentalist Organizations

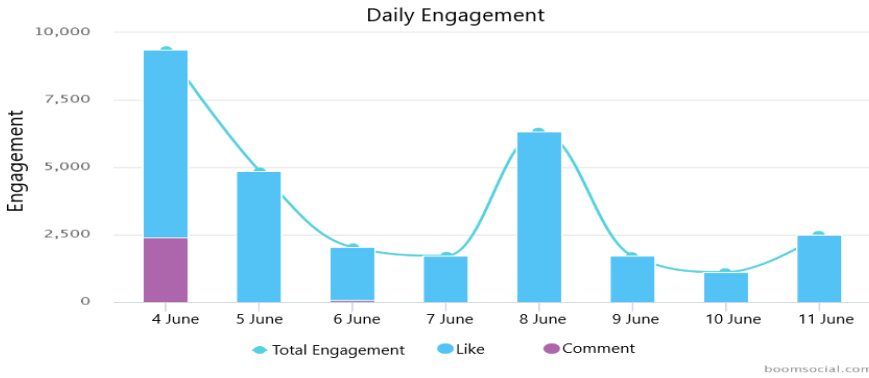


Figure 5. WWF Foundation daily engagement (Instagram) (Source: <https://www.boomsocial.com/>, 12.10.2019)

Figure 5 shows that the WWF Foundation was the organization that received the most comments from Instagram account this week. 2,377 comments were received as a holiday greeting message in total since June 4, 2019 coincided with the Eid al-Fitr. Brand engagement effectiveness for Instagram is measured according to the number of comments received by the organization. Therefore, it may be wise to emphasize that WWF Foundation has brand engagement and constantly renews and updates its account, and thus, the number of followers is increasing.

The data obtained from the social media accounts is about the number of shares the organizations have made from their social media accounts. Table 4 presents data on the number of Facebook, Twitter and Instagram shares of the organizations between 4-11 June 2019.

Table 4. Number of Facebook, Twitter and Instagram Shares of the Organizations between 4-11 June 2019

Organizations	Social network sites	June 4, 2019	June 5, 2019	June 6, 2019	June 7, 2019	June 8, 2019	June 9, 2019	June 10, 2019	June 11, 2019	Total Share
		Facebook	-	2	1	2	1	2	2	1
TEMA Foundation	Twitter	1	6	1	2	1	2	2	1	16
	Instagram	-	3	1	2	1	2	2	-	11

WWF Foundation	Facebook	1	2	1	1	2	1	1	1	11
	Twitter	1	10	1	-	3	1	1	1	18
	Instagram	2	2	1	1	2	1	1	1	11
ÇEVKO Foundation	Facebook	-	2	-	-	-	-	-	1	3
	Twitter	-	1	-	-	-	-	-	1	2
	Instagram	1	1	-	-	-	-	1	1	4
ÇEKÜL Foundation	Facebook	-	1	-	-	-	-	-	1	2
	Twitter	-	1	-	-	-	-	-	1	2
	Instagram	-	1	-	-	-	-	-	-	1
TÜDAV Foundation	Facebook	-	1	-	-	1	-	-	1	3
	Twitter	-	1	-	-	1	-	-	-	2
	Instagram	-	-	-	-	-	-	-	-	-
TÜÇEV Foundation	Facebook	-	-	-	-	-	-	-	-	-
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	-	-	-	-	-	-	-	-
Mind Your Waste Foundation	Facebook	1	1	-	1	-	1	1	-	5
	Twitter	1	1	-	1	-	1	3	-	7
	Instagram	1	1	-	1	-	1	1	-	5
TEKFEN Foundation	Facebook	2	1	-	-	-	-	-	-	3
	Twitter	1	1	-	-	-	-	-	-	2
	Instagram	1	1	-	-	-	-	-	-	2
Disaster Awareness Association	Facebook	-	-	-	-	-	-	-	-	-
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	-	-	-	-	-	-	-	-
DOĞÇEV Association	Facebook	8	-	1	-	18	1	-	-	28
	Twitter	-	-	-	-	13	-	-	-	13
	Instagram	-	-	-	-	-	-	-	-	-
DOSDER Association	Facebook	6	5	6	5	7	7	3	3	42
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	1	-	-	-	-	-	-	1
Natural Life Association	Facebook	2	-	-	4	1	8	4	6	25
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	-	-	-	-	-	-	-	-
RURAL ENVIRONMENT Association	Facebook	-	-	-	1	-	-	-	-	1
	Twitter	-	-	-	-	-	-	-	1	1
	Instagram	-	-	-	1	-	-	-	1	2
SURGED Association	Facebook	-	-	-	-	-	-	-	-	-
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	-	-	-	-	-	-	-	-
GÜNDER Association	Facebook	-	-	-	-	-	-	3	-	3
	Twitter	-	-	-	-	-	-	3	-	3
	Instagram	-	-	-	-	-	-	3	1	4
DMAD Association	Facebook	-	1	-	-	-	-	-	-	1
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	-	1	-	-	-	-	-	1
MUKEDER Association	Facebook	1	-	-	-	3	-	2	-	6
	Twitter	1	-	-	-	-	-	2	-	3
	Instagram	1	-	-	-	-	-	2	-	3

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ECORD- ING Asso- ciation	Facebook	1	-	-	-	-	-	1	1	3
	Twitter	1	2	-	-	-	-	2	1	6
	Instagram	1	1	-	-	-	-	1	1	4
KEŞAN DOÇEK Association	Facebook	-	1	-	3	2	-	8	2	16
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	-	-	-	-	-	-	1	1
ESÇEVDER Association	Facebook	1	2	2	-	1	1	-	-	7
	Twitter	-	1	-	1	-	1	-	-	3
	Instagram	-	1	-	1	-	1	-	-	3
ASPEG As- sociation	Facebook	-	-	-	-	2	-	-	1	3
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	1	-	-	-	-	-	-	1	2
ÇEKUD Association	Facebook	-	1	-	-	1	-	-	1	3
	Twitter	-	1	-	-	1	-	1	1	4
	Instagram	-	1	-	-	1	-	1	1	4
TURMEPA Association	Facebook	-	-	-	-	-	-	5	-	5
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	1	1	-	-	1	-	5	-	8
BOĞAZIÇI PATİLİLER Association	Facebook	2	-	-	-	-	-	-	-	2
	Twitter	2	-	-	-	-	-	-	-	2
	Instagram	2	-	-	-	-	-	-	-	2
Pan Associ- ation	Facebook	-	-	-	-	-	-	-	-	-
	Twitter	-	-	-	-	-	-	-	-	-
	Instagram	-	-	-	-	-	-	-	-	-
Street is Ours Asso- ciation	Facebook	-	-	-	-	-	-	-	-	-
	Twitter	-	2	-	-	-	-	-	1	3
	Instagram	-	-	-	-	-	-	-	-	-
Earth Asso- ciation	Facebook	-	-	-	-	1	-	-	-	1
	Twitter	-	-	-	-	-	-	-	2	2
	Instagram	-	-	-	-	-	-	-	-	-
Mediterra- nean Pro- tection As- sociation	Facebook	-	1	-	-	1	-	-	1	3
	Twitter	-	2	-	1	2	-	-	2	7
	Instagram	-	2	-	-	1	-	-	1	4
Environ- mental En- ergy Asso- ciation	Facebook	-	1	-	-	1	-	2	1	5
	Twitter	-	1	-	3	1	-	3	3	11
	Instagram	-	1	-	-	1	-	-	-	2
Nature As- sociation	Facebook	1	1	1	1	1	-	1	-	6
	Twitter	1	1	1	2	-	-	3	-	8
	Instagram	1	1	1	1	1	-	1	-	6
Zeytince Association	Facebook	-	1	-	-	-	-	-	-	1
	Twitter	-	1	-	-	-	-	-	-	1
	Instagram	-	1	-	-	-	-	-	-	1
KOHAY- DER Asso- ciation	Facebook	2	6	6	3	6	3	2	7	35
	Twitter	-	2	-	-	-	-	1	-	3
	Instagram	3	5	3	3	6	6	2	7	35
	Facebook	-	-	-	-	-	1	-	-	1
	Twitter	-	-	-	-	-	1	-	-	1

Hemşin Life Association	Instagram	-	-	-	-	-	1	-	-	1
TİB Federation	Facebook	-	1	-	1	-	-	-	-	2
	Twitter	-	-	-	2	-	-	1	-	3
	Instagram	-	2	-	1	-	-	1	-	4
DOHAS Association	Facebook	3	3	4	4	5	7	6	2	34
	Twitter	-	-	2	-	1	3	2	-	8
	Instagram	2	3	1	3	3	4	3	2	21

Table 4 depicts the number of Facebook, Twitter and Instagram shares of the organizations. The organizations with the highest number of shares on Facebook social network site during the week of June 4-11, 2019 were identified to be DOSDER Association with 42 posts, KOHAYDER Association with 35 shares and DOHAS Association with 34 shares. The organizations with no shares during the present study were TÜÇEV Foundation, Disaster Awareness Association, SURGED Association, Pan Association and Street is Ours Association. Considering the number of shares made on the basis of June 5, 2019 World Environment Day, 16 (45.7%) of the organizations did not post at all that day. The ones that made the most shares on June 5, 2019 were KOHAYDER Association with 6 shares and DOSDER Association with 5 shares. The last sharing dates of the organizations with no shares (shown in Table 2) suggest that they did not make any sharing recently except for Street is Ours Association.

The effectiveness of word of mouth communication, which is among Hoffman and Fodor's metrics for measuring social media marketing effectiveness, is measured by the number of shares and posts. High number of shares made by DOSDER Association, KOHAYDER Association and DOHAS Association means that they stand out more in word-of-mouth communication and they are successful. Besides, they could be said to use social media effectively in sharing and updating posts on a daily basis and on 4-11 June 2019.

Table 4 presents that the organizations sharing the most posts from Twitter accounts were TEMA Foundation, WWF Foundation, DOĞÇEV Association and Environmentalist Energy Association. TÜÇEV Foundation has not yet shared any content since it created Twitter account. Table

4 also suggests that organizations generally made fewer sharings on Twitter accounts than Facebook and Instagram social network sites while this study was being carried out. They used Twitter social network site less actively than the other two social networking sites. TEMA Foundation and WWF Foundation were the only ones sharing content every day during the present study, meaning that these two organizations use Twitter effectively and actively. In addition, DOSDER Association, which made the most shares on Facebook, did not share any content from its Twitter account throughout the study, while KOHAYDER Association and DOHAS Association made fewer share contents compared to the posts in their Facebook accounts.

According to Table 4, the organizations that made the most shares from their Instagram accounts were KOHAYDER Association with 35 shares, DOHAS Association with 21 shares, TEMA Foundation and WWF Foundation with 11 shares. The TEMA Foundation and WWF Foundation, having the highest number of followers / members on the Instagram social network, can be defined as organizations with brand awareness and brand engagement. In addition, the number of likes is taken as a basis to measure the effectiveness of word-of-mouth communication. In this vein, TEMA Foundation and WWF Foundation can be said to be successful in word-of-mouth communication due to the number of likes for the content they have shared on their Instagram accounts.

Although KOHAYDER Association and DOHAS Association made more shares during the study week (4-11 June 2019), TEMA Foundation and WWF Foundation were more successful in word-of-mouth communication. This may be due to the high number of followers and reaching more people. TEMA Foundation received 47,008 likes, WWF Foundation 27,046 likes, KOHAYDER Association 1,088 likes and DOHAS Association 975 likes during the study. What is more, brand engagement can be measured depending on the number of comments received. The WWF Foundation received a total of 2,499 comments throughout the study, referring to the fact that users have brand engagement towards the foundation.

Result

This study attempts to identify whether social media, which is used by organizations whose popularity is increasing day by day in order to communicate with the target audience, is also used effectively by the non-profit organizations. The aim of the study is to determine whether the organizations identified within the scope of the sample use Facebook, Twitter and Instagram effectively in order to increase their brand awareness, create engagement to their brands and provide word-of-mouth communication.

The results obtained according to Hoffman and Fodor' metrics related to social media marketing effectiveness measurement are as follows;

Organizations with high brand awareness by taking the number of followers / members / fans as a criterion for Facebook social media site were determined as TEMA Foundation, WWF Foundation, Nature Association, TEKFEN Foundation and ÇEVKO Foundation. Those with the highest brand engagement based on the number of likes and comments were noted as TEMA Foundation and WWF Foundation. DOSDER Association, KOHAYDER Association, DOHAS Association, DOĞÇEV Association and Natural Life Association were successful in word-of-mouth communication by taking the number of shares and posts as a criterion. TEMA Foundation was most talked about organization on "June 5, 2019 Environment Day". Organizations with the most followers were TEMA Foundation and ÇEVKO Foundation, while those losing the most followers were WWF Foundation and Nature Association. The organization that received the most engagement was TEMA Foundation. The most shared type of content by organizations was identified as photos. Users, on the other hand, mostly used "like", one of the engagement types. This was followed by "comment" and "reshare the shared content ".

Based upon the number of followers for the Twitter social media site, the organizations with high brand awareness and brand engagement were TEMA Foundation, WWF Foundation, Nature Association, Earth Association and ÇEKUD Association. Taking the number of retweets as a criterion, the organizations that were successful in word-of-mouth communication and the most talked about organizations were TEMA Foundation and ÇEKUD Association. Besides, those with the most followers were

TEMA Foundation, WWF Foundation, Nature Association, Earth Association and Mind Your Waste Foundation; whereas those losing the most followers were ECORDING Association, DOHAS Association, Street is Ours Association, DOĞÇEV Association and SURGED Association. In addition, the organizations that received the most engagement were TEMA Foundation and WWF Foundation. The most shared type of content by organizations was photos. Users mostly used "like" as one of the engagement types, which was followed by "retweet".

Organizations with high brand engagement based on the number of followers for the Instagram social media site were noted as TEMA Foundation, WWF Foundation, Nature Association, TEKFEN Foundation and Mind Your Waste Foundation. Those which were successful in word-of-mouth communication and which were the most talked about were TEMA Foundation and WWF Foundation. Organizations with the most followers were TEMA Foundation, ÇEVKO Foundation, Earth Association, TURMEPA Association and Mind Your Waste Foundation, while those losing the most followers were ECORDING Association, DOHAS Association, ASPEG Association, Pan Association and Boğaziçi Patililer Association. The organizations that received the most engagement were TEMA Foundation and WWF Foundation. The most shared type of content by organizations was identified as photos. Users mostly used "like", one of the engagement types.

As a conclusion, this study aims to determine whether non-profit organizations operating in the field of environmental protection use Facebook, Twitter and Instagram social media sites as an effective communication channel while reaching their target audiences. Based upon the results, it is likely to say that the organizations used social media tools effectively and actively, especially about TEMA Foundation and WWF Foundation. Similar studies were conducted on this subject. For instance; in his master's thesis on comparing Facebook accounts of TEMA Foundation and TURMEPA Clean Sea Association through using content analysis method, Aydın (2019, p.51-88-91) concluded that TEMA Foundation had much more interaction than the other compared organizations and that they actively used social media. The researcher also stated that the WWF Foundation was one of the organizations that actively uses social networking sites such as Facebook and Twitter, which provide high speed and low

cost in informing and promoting, publishing advertisements, gaining awareness, interpersonal communication and gaining volunteers. These results are parallel to those of our study. In another study, Lovejoy and Saxton (2012, p.340-349) examined the Twitter accounts of various non-profit organizations, including environmental organizations, over one-month period. The results showed that the majority of organizations actively used social media. Novak (2012, p.86), in the master's thesis, aimed to identify whether non-profit organizations used social media effectively as a marketing tool or not. Accordingly, non-profit organizations were found to use social media accounts more effectively to interact with their followers than for-profit organizations. Similar studies are available in the relevant literature and the samples can be augmented. In conclusion, social networking sites can be an effective way for non-profit organizations to promote themselves, gain awareness, and strengthen word of mouth by interacting with their followers. At that point, TEMA Foundation and WWF Foundation may be said to actively use social network sites for these purposes.

In brief, TEMA Foundation and WWF Foundation are thought to be the first prominent organizations in the field of Environment and Natural Life Protection. This study concluded that TEMA Foundation and the WWF Foundation are known and recognized on the social media sites, and they have gained customer engagement and become successful in word of mouth communication.

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