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Digital Invitation to “Goodness”; A Review on the Social Media Accounts of the International Red Cross and Red Crescent Movement

“İyiliğe” Dijital Davet; Uluslararası Kızılhaç ve Kızılay Hareketi’nin Sosyal Medya Hesaplarına Yönelik Bir İnceleme

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Abstract

In today’s world, the existence of both individuals and institutions in social media based on two-way communication has turned into a necessity, not a choice. Social media has the ability to keep the communication between the “source” and the “recipient” constantly fresh, with opportunities such as sending messages independent of time and place by selecting the relevant target audience, disseminating information, receiving quick feedback, and measuring. For Non-Governmental Organizations that need donations and volunteer-based support and aim to create a social benefit, the opportunities offered by social media offer important opportunities to overcome the barriers to community interest. The aim of this research is to determine how the social media accounts of the Red Crescent and Red Cross movements are shaped in the context of strategic communication and to reveal the similarities and differences in the components of establishing relationships.

Keywords

Non-Governmental Organization; Strategic Communication; Social Media, Dialogic Communication, Civil Society

Öz

Bugünün dünyasında gerek bireylerin gerek kurumların çift yönlü iletişime dayalı sosyal mecralardaki varlığı bir tercih değil zorunluluğa dönüşmüştür. Sosyal medya, mesajların ilgili hedef kitle seçilerek zaman ve mekandan bağımsız gönderilebilmesi, bilginin yayılması, hızlı geribildirimler alabilme, ölçümleme gibi olanaklarıyla “kaynak” ile “alıcı” arasındaki iletişimi sürekli taze tutma becerisine sahiptir. Bağışçılık ve gönüllük temelli desteğe ihtiyaç duyan ve toplumsal

bir fayda yaratmayı amaçlayan Sivil Toplum Kuruluşları için de sosyal medyanın sunduğu olanaklar, toplum ilgisine yönelik bariyerleri aşma noktasında önemli fırsatlar sunmaktadır. Bu araştırmanın amacı Kızılay ve Kızılhaç hareketlerinin sosyal medya hesaplarının stratejik iletişim bağlamında nasıl şekillendiğini saptamak ilişki kurma bileşenlerindeki benzerlik ve farklılıklarını ortaya koymaktır.

Anahtar Kelimeler

Sivil Toplum Örgütü; Stratejik İletişim; Sosyal Medya, Diyalojik İletişim, Sivil Toplum

Theoretical Framework

While social media has gained an increasingly large place in social life, it has also begun to be important for brands and non-governmental organizations (NGOs) and/or non-profit organizations (NPOs). Institutions, companies, and organizations use social media in order to manage effectively their communication with both existing and potential stakeholders, customers, consumers, and audiences. Social media is seen as one of the common areas of humanity today, and using social media is a necessity, not a choice, for the continuity of any organization's existence. This is primarily due to social media's cost-effectiveness and interactive capabilities, which have prompted NGOs and NPOs to adopt these platforms as powerful tools for disseminating information, fostering two-way communication with their constituents, and motivating them to take decisive actions.

Organizations for Goodness

A wide range of organizations fall under the umbrella term of a non-governmental organization (NGO) or non-profit organization (NPO), incorporating various categories and forms. Despite some differences in the process of formation, registration, area of operation, purpose, and the way they raise funds, NPO is still a form of NGO.

The United Nations (U.N.) Department of Public Information (DPI) defines the NGO as "a not-for-profit, voluntary citizen's group that is organized on a local, national or international level to address issues in support of the public good. Task-oriented and made up of people with a common interest, NGOs perform a variety of services and humanitarian functions, bring citizen's concerns to Governments, monitor policy and program implementation, and encourage the participation of civil society stakeholders at the community level." On the other hand, according to the International Classification of Nonprofit Organizations (ICNPO), nonprofit organizations include 12 major groups; Culture and Recreation (1), Education and Research (2), Health (3), Social Services (4), Environment (5), Development and Housing (6), Law Advocacy and Politics (7), Philanthropic Intermediaries and Voluntarism Promotion (8), International (9), Religion (10), Business and Professional Associations and Unions (11), and Not Elsewhere Classified (12), (Kong, 2010). This long list gives some sense of the difficulty of defining and describing the nonprofit sector. Unlike most countries, both NPOs and NGOs are referred to as "civil society institutions" in everyday language and most academic works in Turkey.

Irrespective of their governmental or for-profit status, these organizations serve vital roles in the realms of economy, society, and politics. (Boris, 2006). From an economic standpoint, these services offer solutions that are not cost-effective within the realms of either the profit-driven market or the government services sector. In terms of societal impact, they foster a sense of unity and cooperation among individuals in order to collectively work towards the betterment of society. Moreover, from a political standpoint, they galvanize members of the community to actively voice their concerns and exert influence over decision-makers. (Sun and Asencio, 2019). In addition to these, in today's borderless world, they play a dominant role in developing, strengthening, and shaping multi-faceted communication in International Politics. Both NGOs' NPOs have become increasingly influential in world affairs. The capacity of management, planning, and operation plays a crucial role in determining the effectiveness of NGOs and NPOs in carrying out these essential tasks, emphasizing the significance of their organizational communication ability.

In the United States alone, there exists a staggering number of 1.5 million nonprofit organizations today. To put that number in perspective, there are around 10 million nonprofits worldwide. And new ones are added to these organizations every single day. Also, there are 4000 registered Non-Governmental organizations in the UN, and more than 400 of them are accredited to the Conference of States Parties with the UN providing humanitarian & medical services to serve ailing humanity and presenting an “invitation of goodness”.

Digital World and Social Media

The word “invitation” has connotations of reciprocity rather than one-way communication. On the other hand, the Internet and especially social media include an “inviting” characteristic and is conceptualized as a communication medium in which monologue turns into dialogue. Following the rise of Web 2.0, businesses began to discover avenues for engaging in interactive conversations with their desired audience via social media platforms like Instagram, Twitter, and Facebook. This was a significant departure from the earlier era of Web 1.0, which solely facilitated one-way communication, lacking the potential for dialogue. The interaction of organizations with their masses has been moved to another dimension with the existence of the Internet and social networks, and it has become possible to establish symmetric dialogic communication (Capriotti et al., 2021).

Numerous enterprises across diverse industries are now actively engaging in various social media platforms to enhance their online presence and foster connections with their target audience. Considering that there are approximately 4 billion social media audiences worldwide today. In this sense, the “audience” is not just a passive subject experiencing a physical sensation, but a participatory entity acting with a goal orientation (Gülerarslan, 2010). “Facing” a goal-oriented audience should be seen as vital for NGOs and NPOs that aim to volunteer, to fundraise & raise funds, and inform wider audiences of their work. Since those organizations have a great potential to bring together homogeneous, purpose-oriented masses and represent civil forces that are directed to “goodness” by altruism.

Social media has exceptional opportunities for non-governmental and/or non-profit organizations, especially to connect with supporters. Being a part of goodness regardless of time and place is functional both for the organizations (NGO and /or NPO) and for people who are eager to do good. In order to overcome obstacles such as the indifference of the media and society, so far offers opportunities that have not been obtained.

These institutions utilize social networking platforms to disseminate information, foster engagement, and establish a sense of belonging among their members (Smith, 2018). The dissemination of information entails delivering news updates to the intended recipients concerning the organization. Donations, fundraising, and voluntary participation in activities are seen as action functions. Lastly, the communal aspect centers around actions geared towards initiating a conversation with individuals and fostering a sense of community within a particular topic (Smith, 2018).

Through two-way communication of social media with their target audience, NGOs and NPOs can easily establish direct interactional communication, get in return for their projects faster and get easier access to people who want to support their projects, unlike traditional media. Also can receive donations through their social media accounts, collect volunteers, or gain an audience to share their stories by increasing the number of followers. Thus, social media facilitates the transition from “You and Me” communication to “We” communication in order to be a part of the “goodness” for both organizations and target groups.

The benefits of social media to non-governmental organizations are listed by Binark and Löker (2011) as follows:

- Provides information
- Helps call to action and mobilize members
- Provides interaction and dialogue opportunities among members.
- Connects activists involved in different movements.

- Connects different NGOs and establishes links between them.
- Provides the organization's members with opportunities and grounds for creative expression.
- Provides the opportunity to collect funds and create resources.

Today's people, who are flowing from one social media to another every minute, expect active, participatory communication from brands or organizations, and want to be in constant dialogue with organizations' brands. Since instant feedback is essential in the world of speed, companies need to manage the relations tools they use based on mutual understanding and relationship with their target audience. Companies should design and manage their "owned media", such as Web Site, Instagram, Twitter, and Facebook pages with a "dialogical communication" concept.

Dialogic Communication versus Monologic Communication

The word "dialogical" has two interrelated roots: dialogue and logic. A large number of public intellectuals have written on the theory of dialogical communication. In order to understand "dialogic" communication, it would be appropriate to dwell on the concept of dialogue. The notion of "dialogue" finds its place within multiple fields, encompassing philosophy, rhetoric, cognitive science, and interpersonal interaction. For centuries, thinkers and orators have acknowledged "dialogue" as a moral mode of exchanging thoughts and ideas. Martin Buber, a theologian renowned for his groundbreaking contribution to the contemporary notion of "dialogue," asserts that the essence of dialogue lies in the earnest endeavor to acknowledge and appreciate the inherent worth of one another. Buber's perspective encompassed human interaction as an intersubjective phenomenon, wherein individuals engage in a connection marked by receptiveness and esteem, with dialogue serving as the foundation for such a bond. In order for a dialogic connection to be established, it is necessary for the involved parties to perceive communication with one another as the primary objective within the context of their relationship (Kent and Taylor, 1998).

Buber's terminology is sufficiently entrenched in academic discussions. Buber's best-known book, "Me and You"(1923), expresses his dialogical theory of communication. The theory suggests that a humanistic relationship will be possible if both parties approach the relationship without preconditions and fully accept the other. In summary, this basic definition of dialogic theory emphasizes acceptance in the relationship (Kent and Taylor 1998).

Kent and Taylor (2002) drew on existing literature to identify five principles or characteristics of "dialogue": risk, mutuality, propinquity, empathy, and commitment. When it comes to dialogue, risk implies that the speaker or source should possess the willingness and capability to engage with the listeners and acknowledge their reactions towards the speaker's or source's message. Mutuality is the concept that an audience is inevitably connected and therefore the speaker/source must make every effort to be inclusive. Propinquity refers to the exchange of communication between the speaker/source and the public. Another way of explaining this is the kinship between the speaker and the public. Empathy as a feature of dialogue includes the mindset of both the source and the audience; If there is to be successful dialogic communication, all parties involved need to be open-minded, communicative, and respectful of all other parties involved. From the source's or speaker's point of view, commitment means that they consider public opinion before speaking on issues that affect the public. For the public, this means that they agree to communicate their needs and desires to the speaker/source.

Dialogical communication is especially discussed in the literature through digitalization. In fact, the theoretical roots of "dialogic communication" is based on an article "Building Dialogic Relationships Through the World Wide Web", which was written by Michael L. Kent and Maureen Taylor in the late 90s.

The article delves into the correlation between two-way symmetrical communication and dialogue, examining it from two perspectives: process and outcome. While establishing structured systems, processes, and regulations is crucial for achieving two-way symmetrical communication, dialogic communication, on the other hand, pertains to a specific form of relational interaction where a bond is present. According to Kent and Taylor's (1998) interpretation, dialogue can be

regarded as an outcome rather than a series of actions. In Kent and Taylor's theory of "Dialogic Communication," the concept pertains to a mutually agreed upon interchange of concepts and viewpoints, underpinned by two core principles and founded on five subsidiary principles. In the realm of dialogue, it is not obligatory for participants to find common ground; nevertheless, they exhibit a shared inclination to strive for mutually gratifying stances. While there may be instances where consensus remains elusive, the essence of dialogue transcends mere agreement. Instead, it revolves around the unfolding of an open and deliberative exchange. Furthermore, dialogic discourse centers around shared understanding rather than objective veracity or individual perspectives. This is due to the inherent characteristics of dialogic communication, which prioritizes a collaborative exchange of ideas. The 5 underlying principles are; 'ease of interface', 'usefulness of information', 'conservation of visitors', 'generation of return visits, and 'dialogic loop'. These principles can be categorized into two main clusters: the technical/design cluster and the dialogic cluster (Taylor et al., 2001). Developing meaningful interactive connections with the general public inevitably demands one crucial element: conversation. According to the insights shared by Kent and Taylor (1998), the absence of a "dialogic" loop in online correspondence reduces interactions on the internet to a mere monologic communication platform or a fresh marketing tool.

Meanwhile, according to the study conducted by Capriotti and Pardo Kuklinski (2012), dialogic communication can be characterized as a continuous exchange of information, comments, opinions, assessments, and experiences between organizations and their stakeholders through the utilization of Internet tools. This interaction fosters an ongoing engagement between the parties involved. Novak (2021) suggests that leveraging digital dialogic communication can be a valuable strategy for enhancing brand identity recognition and facilitating effective brand communication. To foster interaction and ensure a harmonious exchange, brands are encouraged to actively utilize online platforms and spaces. Typically, the process of engaging on social media platforms initiates when organizations share relevant information regarding their endeavors with users via content uploaded on their social profiles. Conversely, it also involves transmitting users' perspectives and requirements to organizations, establishing a channel for communication (Anderson and Huntington, 2017).

Dialogue communication in social media refers to relating to or being in the form of a dialogue or a conversation between audiences and organizations. Dialogical communication means that a source tries to create a dialogue between itself and its audience. The dialogic theory of communication is that "public speaking" through owned media should focus on building a conversation between the organization and the audience and to do this, as a source the organization must be respectful and open-minded. This fosters an environment in which audiences can interact with the organization in a safe manner. Despite being a highly interactive approach, Dialogical communication also involves some risks. In a monologue, there is no risk involved because there is no other party to step in and have a possible negative reaction or reaction. Dialogue has multiple parties and therefore dialogic communication introduces uncertainty. The source should organize the communications and presentations in dialogic communication to take into account the audience or other parties present.

Social media presents a unique opportunity for NGOs and NPOs to showcase their endeavors to the broader public and engage in meaningful interactions with their supporters, recipients, and individuals involved in their philanthropic initiatives, unlike traditional websites. The functionality of these profiles differs from that of a website due to the highly social nature of their audiences. Engaging with the audience and involving them in the organization is crucial, utilizing the interactive and social aspects of these profiles. As communication tools that facilitate dialogue, these social media profiles offer additional benefits to NGOs and NPOs.

According to literature, the foundation of dialogic communication rests on the inclination towards interaction. Without a desire for interaction, it becomes highly challenging to establish a fruitful dialogue. Sustaining a consistent and enduring conversation on social media platforms enables the enhancement of enduring connections between entities and their associated parties, provided that an engaged presence is upheld to facilitate the exchange of ideas, create interactive content, and stimulate meaningful discussions. (Capriotti et al., 2021)

Aim and Methodological Approach

The exploration of dialogue within the scope of non-governmental organizations (NGOs) can hold significance in enhancing the effective utilization of social media. Instagram has an important status in social media among the communication tools of non-governmental organizations that have evolved from monologue to dialogue. Different age groups have different online behaviors using social media but all generations use social media as a part of daily routine. One of the few issues that are agreed upon both in academia and in daily life is that the social media usage and satisfaction preferences of the generations are different. Since “boomers” are dominating, Facebook lost its popularity among younger audiences. Instagram is one of the social networks with great participation in the world mostly used by screenagers, especially Millennials and Gen Z. Considering the corporate sustainability of non-governmental organizations, depending on the support of new and young fans, it is seen that Instagram is an important medium.

Instagram as a social media platform has been discussed in the literature in limited studies based on dialogical principles. Hence, the objective of this investigation is to analyze the Instagram profiles associated with the International Red Cross and Red Crescent movements, renowned non-governmental organizations of global magnitude. The assessment will align with the principles of implementing dialogic communication strategies.

The inception of the International Red Cross and Red Crescent Movement stemmed from a profound aspiration to offer unbiased aid to the injured during military operations, both at home and abroad, with the aim of preventing and alleviating human suffering wherever it may arise. Its fundamental objective is to safeguard life, preserve well-being, and ensure the utmost respect for all individuals. This movement actively promotes mutual comprehension, camaraderie, collaboration, and enduring peace among diverse communities. Since its establishment in 1863 (IFRC), this organization has become an emblem of solidarity in times of dire need, a champion of equality in times of hardship, a symbol of humanitarianism, neutrality, and peace amidst the chaos of armed conflict.

One of the methods used to collect data is Document Analysis. It is the process of systematically collecting and analysing information, documents and pictures from both printed media and electronic media (computer-based or internet-based) without the intervention of the researcher (Bowen, 2009:28). In document analysis, many sources such as diagrams, graphics and photographs are used to provide information about the content, to access the data in the documents, and to make sense of the main themes and categories (Sak et al., 2021:236). Internet-based media, where public information is frequently available to inform, entertain or persuade the public, are examined in document analysis, also known as records and documents, as they leave measurable physical traces. Videos and photographs provide complementary research data for checking the authenticity of documents, coding and cataloguing. These documents also provide valuable contributions to the knowledge base for monitoring change and development (Merriam & Tisdell, 2015:173).

Research Question

In relation to the dialogic loop principle, what methods do the non-profit Red Crescent and Red Cross Organizations, affiliated with the International Federation of Red Cross and Red Crescent Societies (IFRC), employ when utilizing Instagram accounts?

Method

The methodology section encompasses the discussion of the research’s constraints, sample selection, data gathering, and analysis.

Sample of the Research

A total of 6 Red Crescent and Red Cross Organizations, which are members of the non-profit humanitarian aid network IFRC, have been selected from among the G20 member countries, which have an important and weighty role in global economic decision processes. Societies belonging to the United States, Turkey, England, Indonesia, Australia, and Saudi Arabia were included in the sample.

The reason for choosing these 6 countries included in the sample of the study is to seek maximum diversity. Attention was paid to including the Red Crescent and Red Cross societies, which are the two main components of IFRC, in the sample. Turkey and Saudi Arabia, where Red Crescent Societies exist, are therefore included. The PMI (Palang Merah Indonesia), which exists in Indonesia, was chosen because the majority of the population is Muslim, even though it is a Red Cross society. There are Red Cross societies in the United States, England, and Australia. Considering the geographical distribution, one country from each continent was included in the sample.

Double verification was performed to confirm the authenticity of the Instagram accounts examined. First of all, the web addresses of the member countries were entered from the official website of IFRC, and the official Instagram accounts were accessed by clicking the Instagram icon on their homepage. Secondly, the blue click icon, which indicates the authenticity of the accounts and their verification by Instagram, was sought as evidence.

The study's limitations can be summarized as follows:

- The analysis of Instagram posts was restricted to a duration of merely one month.
- Evaluating the Instagram accounts of 6 countries in the G20, which are located on 6 different continents.

Coding

Instagram pages of non-profit organizations were subjected to content analysis. The principles of "Dialogic Loop", "Conservation of Visitors", "Usefulness of Information", and "Generation of Return Visits", which form the basis of the principles of dialogue (Kent and Taylor, 1998), were examined. How organizations use Instagram pages to facilitate dialogic communication will be revealed with the coding to be done. The coding criteria and questions were initially used in literature by applying to websites (Kent et al., 2003; Taylor et al., 2001). In the ongoing process those updated and adapted for Facebook, Twitter, and Instagram pages (Bortree and Seltzer, 2009; Koseoğlu and Koker, 2014; Bilgiliier and Kocaömer, 2020).

The Instagram pages of non-profit organizations were coded as (1) if they met the specifications in the questions determining dialogic communication, if not (0). Four different principles that make up the principles of dialogue were evaluated within themselves. Organizations were considered to be using Instagram effectively if the rate of answering the questions was above 50%.

In order to ensure the validity and reliability of the content analysis, 4 researchers coded the relevant Instagram pages separately in terms of Dialogue Principles. When the results obtained were compared, the agreement of the results of each researcher was 95% similar.

Research Findings and Comments in Terms of Dialogue Principles The Usefulness of the Information Principle

Organizations should use the blessings of the Internet to convey their social responsibilities and fields of activity to their target audiences. Now the Internet has turned into an effective communication tool to provide information (Esrock and Leichty, 1998). It is desirable for non-profit organizations to include useful information for their followers and donors on their Instagram pages to establish dialogic relationships.

It has been observed that @palangmerah_indonesia and @redcrossau 68%, @kizilay and @britishredcross 56% and @americanredcross Instagram pages cover the principle of the usefulness of the information in terms of establishing mutually beneficial relationships, building trust, and loyalty. @mediasrca, on the other hand, was coded as 1 in only 6 of 16 items on the usefulness of the information. It has been observed that the @mediasrca Instagram page with a rate of 37% does not provide sufficient information to provide information that will attract the attention of the targeted audiences.

Table 1: Analysis of IFRC Members in Terms of the Usefulness of Information Principle

Members of The Non-profit Humanitarian Aid Network IFRC	@kizilay Turkish	@american redcross	@ mediasrca Saudi	@british redcross	@ palangmerah_ indonesia	@ redcrossau Australian
Usefulness of Information						
1. Content that provides information to the media related to the organization (press release, speeches, policies, video, news, etc.)	1	1	0	1	1	1
2. Post about participation in campaigns (Contest)	0	0	0	1	1	1
3. Sharing useful information from users about products and services	1	1	0	1	1	1
4. Recent developments in the organization and its environment	1	1	1	1	1	1
5. Career opportunities	0	0	0	0	0	0
6. Information about products and services	1	1	1	1	1	1
7. Usefulness of information in stories (day, degree, location, hour, etc.)	0	0	0	0	0	0
8. Profile photo	1	1	1	1	1	1
9. Organization Name	1	1	1	1	1	1
10. Location (Address) in profile	0	0	0	0	1	0
11. Website address in profile	1	1	1	1	1	1
12. Biography in profile	0	0	0	1	0	1
13. Contact addresses (telephone, email) in profile	0	0	0	0	1	0
14. Social media addresses	0	0	0	0	0	0
15. Business category in profile	1	0	0	0	0	1
16. Blue tick for official account	1	1	1	1	1	1
Total (Coverage Number and Ratio)	16/9 = %56	16/8 = %50	16/6 = %37	16/9 = %56	16/11 = %68	16/11 = %68

Conservation of Visitors Principle

The main purpose of the Conservation of Visitors principle is to extend the stay of the users who visit the page. It is aimed that visitors navigate the pages more (Taylor et al., 2001). Including important and distinctive information on the page has an important function in terms of the Conservation of Visitors.

Table 2: Analysis of IFRC Members in Terms of the Conservation of Visitors Principle

Members of The Non-profit Humanitarian Aid Network IFRC	@kizilay Turkish	@american redcross	@mediasrca Saudi	@british redcross	@ palangmerah_ indonesia	@redcrossau Australian
Conservation of Visitors						
1. Sharing photos and videos in posts	1 (photo=47, video=32, carousel=18)	1 (photo=27, video=6, carousel=10)	1 (photo=17, video=1, carousel=0)	1 (photo=5, video=28, carousel=3)	1 (photo=17, video=1, carousel=15)	1 (photo=6, video=2, carousel=0)
2. Link to other social media accounts	0	0	0	0	0	0
3. Update (in the last 24 hours)	1	1	0	1	1	0
4. Link to organization website (via see more, get more information features, see products)	1	1	1	1	1	1
5. Use of stories highlights feature	1	1	1	1	1	1
6. Sharing feed posts to stories	1	1	0	1	1	0
7. Mention / hashtag usage (if tagging themselves)	0	1f=(24)	1f=(3)	1f=(18)	1f=(4)	0
Total (Coverage Number and Ratio)	7/5 = % 71	7/6 = % 85	7/4 = % 57	7/6 = % 85	7/6 = % 85	7/3 = % 42

@americanredcross Instagram page has shared 27 photos, 6 videos, 10 Carousels. With a rate of 85%, it meets the Conservation of Visitors Principles in terms of informing, protecting and directing users. @palangmerah_indonesia Instagram page has shared 17 photos, 1 video, 15 carousels. With a rate of 85%, it meets the Conservation of Visitors Principles in terms of informing, protecting and directing users. @britishredcross Instagram page has shared 5 photos, 28 video, 3 carousels). With a rate of 85%, it meets the Conservation of Visitors Principles in terms of informing, protecting and directing users. @kizilay Instagram page has shared 47 photos, 32 videos, 18 Carousels. With a rate of 71%, it meets the Conservation of Visitors Principles in terms of informing, protecting and directing users. @mediasrca Instagram page has shared 17 photos, 1 videos, 0 Carousels. With a rate of 57%, it meets the Conservation of Visitors Principles in terms of informing, protecting and directing users. But @redcrossau shared 6 photos, 2 videos, 0 carousels on his Instagram page. It could not meet the Visitor Protection Principles with a rate of 42% in terms of informing, protecting and directing users.

Generation of Return Visits Principle

Establishing lasting relationships, improving two-way communication, and ensuring sustainable encounters are the focus of the strategy of creating return visits. Sharing regular posts keeps followers informed about events. Making it easier for visitors to the page to access information encourages visitors to return. Directing those who need more information with connections strengthens the dialogic relationship and builds mutual trust (McAllister-Spooner and Kent, 2009).

Table 3: Analysis of IFRC Members in Terms of the Generation of Return Visits Principle

Members of The Non-profit Humanitarian Aid Network IFRC	@kizilay Turkish	@american redcross	@mediasrca Saudi	@british redcross	@palangmerah_ indonesia	@redcrossau Australian
Generation of Return Visits						
1. Link to other websites / Link to other Instagram accounts	1	1	0	1	1	1
2. Message / link to calendar of events	1	0	0	1	1	1
3. Links to frequently asked questions and discussion sections, such as websites, blogs	1	0	0	1	1	0
4. Links to the news in the media	0	0	0	0	0	0
5. Follow calls to non-followers	0	0	0	0	0	0
6. Promotions and Sales	1	0	0	1	0	1
7. Mention / Hashtag usage (if not tagging themselves)	1 f=(61)	1f=(15)	0	1f=(16)	1 f=(3)	1f=(2)

Members of The Non-profit Humanitarian Aid Network IFRC	@kizilay Turkish	@american redcross	@mediasrca Saudi	@british redcross	@palangmerah_ indonesia	@redcrossau Australian
8. Regular post sharing (15 days out of 31 days)	1 f=(30)	1 f=(25)	0 f=(5)	1 f=(24)	1 f=(15)	0 f=(8)
Total (Coverage Number and Ratio)	8/6 = % 75	8/3 = % 37	8/0 = % 0	8/6 = % 75	8/5 = % 62	8/4 = % 50

@kizilay, who shares 30 posts in 31 days, meets the Generation of Return Visits Principles with a rate of 75%. @britishredcross, who shares 24 posts in 31 days, meets the Generation of Return Visits Principles with 75%. @palangmerah_indonesia, which shares 24 posts in 31 days, meets the Generation of Return Visits Principles with a rate of 62%. @redcrossau, who shared 8 posts in 31 days, meets the Generation of Return Visits Principles with 50%. @americanredcross, who shared 25 posts in 31 days, does not meet the Generation of Return Visits Principles with a rate of 37%. @mediasrca, who shared 5 posts in 31 days, does not meet the Generation of Return Visits Principles with 0%.

Dialogic Loop Principle

One of the important criteria in providing a dialogic loop principle is to be able to answer users' questions and offer solutions. It is important to provide feedback in order to continue the dialogic cycle. Organizations should take steps to encourage visitors to show that they care about visitor sentiment. The most important of these steps is to encourage visitors and followers to ask questions, share posts, and tag.

Table 4: Analysis of IFRC Members in Terms of the Generation of Dialogic Loop Principle

Members of The Non-profit Humanitarian Aid Network IFRC	@kizilay Turkish	@american redcross	@mediasrca Saudi	@british redcross	@ palangmerah_ indonesia	@ redcrossau Australian
Dialogic Loop						
1. Sharing links to participate in a survey or study on an organizational topic	1	1	0	1	1	1
2. Asking simple and clear questions	1	1	1	1	1	1
3. Encouraging followers to submit their posts	1	1	1	1	1	0
4. Sharing followers' posts in posts / stories	1	1	0	1	1	1

Table 4: Continued						
Members of The Non-profit Humanitarian Aid Network IFRC	@kizilay Turkish	@american redcross	@mediasrca Saudi	@british redcross	@ palangmerah_ indonesia	@ redcrossau Australian
5. Answering a question (by responding or like)	1	1	0	1	1	1
6. Using emoji or GIF	1	1	0	1	1	1
7. Using of ask me a question feature	1	1	1	1	1	1
8. Use of poll feature in stories	0	0	0	1	0	0
9. Use of emoji slider in stories	0	0	0	0	1	0
10. Use of the quiz feature in stories	0	0	0	1	0	0
11. Creating interpersonal interaction in comments	1	1	0	1	1	0
12. Open to comments (Comments can be open or closed)	1	1	1	1	1	1
Total (Coverage Number and Ratio)	12/9 = % 75	12/9 = % 75	12/4 = % 33	12/11 = % 91	12/10 = % 83	12/7 = % 58

It has been observed that @britishredcross is the organization that uses its Instagram page most effectively in the dialogic cycle. @britishredcross, with the poll feature that allows its followers to convey their thoughts, create interpersonal interaction in the comments, share the followers' posts in posts/stories, etc. It met the dialogic loop principles by 91%. @palangmerah_indonesia meets the essential principles of dialogic communication by 83%. @palangmerah_indonesia, by putting the Instagram page on a dialogic basis, asking me a question, using emoji sliders in stories and opportunities for user response, etc. It has been observed that he uses features actively. Followers who want to be informed about @kizilay and @americanredcross actions use dialogic communication effectively to initiate and maintain relationships. The dialogic loop principles response rate of both organizations was observed as 75%. @redcrossau met 7 of 12 items of the dialogic loop principles and reached a coverage rate of 58%. @mediasrca It has been observed that it meets 4 of the 12 items. With a 33% welcome rate, it can be said that the organization does not use the Instagram page effectively and efficiently to encourage dialogue.

Discussion and Conclusion

Research findings have shown that coverage rates are above 50% in all 4 items of "Dialogue" on the pages of @kizilay, @britishredcross, and @palangmerah_indonesia. It remained below 50% in the @americanredcross Generation of Return Visits principle and @redcrossau's Conservation of Visitors principle. @mediasrca, on the other hand, achieved a 50% rate only in the Generation of Return Visits principle but remained below the coverage rate of other dialogue principles. Organizations got

the lowest coverage rates from the Usefulness of Information principles. However, the Usefulness of Information principles contain features that define the organization in general, introduce the organization to the followers and donors, and inform the followers. Organizations should take care to be more functional in this principle. The most important finding in these principles on behalf of organizations is that all organizations have provided information that will enable their followers to visit the corporate website.

Relationship building has become an essential component in organizations' public practices. Through social media, organizations establish a platform for dialogic communication with the public, potentially surpassing the advantages of one-way monologue communication that solely entails the dissemination of information from organizations to the public. The concept of a dialogic approach to communication goes beyond the mere act of speaking to promote interaction. It encompasses actively listening and fostering an environment that motivates others to listen, while also engaging in a manner that encourages others to share their thoughts and, in turn, encourages their willingness to speak up. The dialogical communication approach facilitates the exchange of information, feelings, and other types of social support. Informative or non-informative social support is formally defined as the help and protection given to others. Informing followers about the course of a fire is an example of informative social support while sending messages of hope to users in times of disaster is an example of non-informative social support.

Nonprofit organizations can make their Instagram pages functional by facilitating dialogue, building mutually beneficial relationships with followers, and creating dialogic strategies to create opportunities for dialogic engagement. It is possible that the number of followers of organizations that implement dialogic strategies effectively will increase.

The most important reason why dialogic communication is becoming increasingly valuable and important is the ability and desire of digitalization and social networks to direct monologue communication into dialogue. The open communication nature of social media provides opportunities to engage and encourage dialogue with followers. This new medium offers important opportunities to fill the gaps in dialogic communication. Organizations can easily overcome the communication barriers they will experience in disseminating information and receiving feedback, with the dialogue-encouraging structure of social media. The most important trick in establishing and maintaining dialogic communication is the knowledge and willingness of the personnel that organizations empower to manage social media. Institutionally encouraged and technically trained officials can use dialogic communication effectively and efficiently.

Organizations can nurture their social media pages by posting regularly, making them visible with timely updates, and communicating directly and openly with followers. This also means that you can foster dialogic communication. If organizations can improve their predisposition and competencies towards digital media, they will be more successful in dialogic communication.

Future Research

In order for civil society organisations to establish volunteering awareness in the target society and to make volunteering sustainable, volunteers, whose ages and habits change, should actively take part in different social media channels they own. In our study, we examined Dialogue Principles only for the Instagram application. Researchers should also examine the social media applications of the same non-governmental organisations such as Facebook, X.com, Youtube etc. in terms of Dialogue Principles. It is known that different social media applications are more popular in different countries. In order for the Turkish Red Crescent, one of the important non-governmental organisations of a country like Turkey, which has citizens and cognates in different countries of the world, to collect donations from these countries, it is important to know the social media applications popular in the target country and to apply Dialogue Principles in these channels.

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Özet

Bilişim teknolojilerindeki gelişmeler, internetin sosyal ağlara ulaşımı kolaylaştırması bilginin yayılmasını hızlandırmıştır. Sosyal medyanın karşılıklı iletişime fırsat veren yapısı nedeniyle hem bireyler hem de kurumlar tarafından yoğun tercih edilmektedir. Günümüz iletişim toplumunda sosyal yardım kuruluşları hem gönüllüleri çoğaltmak hem de bağışçalarına ulaşmak için bilişim teknolojilerinin sağladığı tüm imkanları kullanmaktadırlar. STK'lar tarafından kamuoyunu bilgilendirme, kendini ve amaçlarını ifade edebilme, gönüllü ve bağışçaları "iyiliğe" çağırma, harekete geçirme, diyalog fırsatı yaratma, çalışmalar için düzenli kaynak yaratmak amacıyla kullanılan sosyal medya, bu daveti geleneksel araçların sunamayacağı güçteki etkileşim becerileriyle gerçekleştirmektedir.

Dünyanın en eski ve en güçlü sivil toplum hareketlerinden biri olan Uluslararası Kızılhaç ve Kızılay Hareketi; din, inanç, dil, ırk, toplumsal sınıf veya politik görüş farkı gözetmeksizin insan hayatı ve sağlığını korumak, insan varoluşunun saygı görmesini sağlamak, insanların acı çekmesini önlemek ve acılarını dindirmek olan uluslararası bir insani hareketleridir.

Bu çalışmanın temel noktası, çift yönlü yani diyalog temelli iletişimi özellikle sivil toplum kuruluşları bağlamında incelemektir. Bu amaçla Uluslararası Kızılhaç ve Kızılhaç hareketlerinin sosyal medya hesapları Instagram üzerinden diyalogik iletişim ilkeleri üzerinden incelenmiştir. Çalışma kapsamında; altı farklı kitadan dünyanın en büyük ekonomilerini temsil eden ve G20 üyesi 6 farklı ülke seçilerek Kızılay ve Kızılhaç kuruluşlarının (3 Kızılhaç, 3 Kızılay) Instagram hesapları diyalogik iletişim ilkelerine göre incelenmiştir.

Yapılan araştırma sonuçları, @kizilay, @britishredcross ve @palangmerah_indonesia hesaplarının "Diyalog" bölümlerindeki dört maddeye ilişkin kapsama oranlarının %50'nin üzerinde olduğunu ortaya koymuştur. @americanredcross hesabı, Tekrar Ziyaret Oluşturma ilkesinde ve @redcrossau hesabını Ziyaretçileri Koruma ilkesinde %50'nin altında bir performans sergilemiştir. Diğer yandan, @mediasrca hesabı sadece Tekrar Ziyaret Oluşturma ilkesinde %50'lik bir orana ulaşmış olup, ancak diğer diyalog ilkelerinin kapsama oranı daha düşük çıkmıştır.

Kuruluşlar, en az kapsama oranlarını Bilginin Yararlılığı İlkesinde gösterdiler. Oysaki, bu ilkelerin kapsadığı özellikler kurumu genel olarak tanımlar ve takipçileri ile bağışçalarına kurumu tanıtırken bilgilendirici bir rol oynar. Kuruluşlar, bu ilkelere uygun olarak daha işlevsel olmaya çalışmalıdır. Bu ilkelere göre en önemli husus, tüm kuruluşların takipçilerine kurumsal internet sitesini ziyaret etmeleri için gerekli bilgileri sağlamasıdır. İlişki kurma, kuruluşların kamusal faaliyetlerinde önemli bir unsur olarak giderek daha fazla önem kazandı. Kuruluşlar, sosyal medya kullanarak, halkla etkileşim için bir platform oluşturarak, yalnızca bilginin kuruluşlardan halka tek yönlü olarak yayılmasını sağlayan monolog iletişimin avantajlarını aşabilecek potansiyelde diyalogik iletişim fırsatları sunar. Kâr amacı gütmeyen kuruluşlar, Instagram sayfalarını işlevsel hale getirmek için takipçilerle karşılıklı yarar sağlayan ilişkiler kurma, diyalogu kolaylaştırma ve diyalogik etkileşim fırsatları yaratma amacıyla diyalogik stratejiler geliştirebilirler. Diyalogik stratejileri etkin bir şekilde uygulayan kuruluşlar, takipçi sayılarında olası bir artış gözlemleyebilirler.

Sosyal medyanın doğası, takipçilerle etkileşim kurma ve onları teşvik etme imkânları sunar. Bu yeni platform, diyalogik iletişimdeki boşlukları doldurmak için önemli fırsatlar sunmaktadır. Kuruluşlar, sosyal medyanın diyalogu teşvik eden yapısı sayesinde iletişim engellerini kolaylıkla aşabilirler ve bilgi yayma ile geri bildirim alma konusunda avantaj sağlarlar. Diyalogik iletişimi kurmak ve sürdürmek için en önemli faktör, kuruluşların sosyal medya yönetimine yetki verdiği personelin bilgisi ve istekliliğidir. Kurumsal olarak desteklenmiş ve teknik olarak eğitilmiş personel, diyalogik iletişimi etkili ve verimli bir şekilde kullanabilirler. Kuruluşlar, sosyal medya sayfalarını düzenli olarak güncelleyerek, zamanında paylaşımlar yaparak ve takipçilerle doğrudan ve açık bir şekilde iletişim kurarak etkili bir şekilde besleyebilirler.