

A Review on the Social Media Postings of Clothing Brands Related to the February 2023 Earthquake

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Article Info

Abstract

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Brands have also included social media accounts in their communication processes with their customers. Digital media has an important role in the brand promotion, awareness and customer loyalty development processes of companies. At the same time, companies are in an effort to establish emotional bonds in their relations with consumers and customers. Social responsibility advertisements and messages come to the fore in the development of these ties. The companies made various posts on the earthquake that took place on February 6, 2023 and negatively affected 11 cities in Turkey. The aim of this study is to examine the shares of brands based on social responsibility understanding regarding the February 2023 earthquake on Instagram, a social media network that is used extensively by many people, especially the young population in our country, in the context of brand strategies. In this context, three clothing companies (LcWaikiki, Koton and DeFacto) were discussed, the shares of the companies regarding the earthquake between February 6 and March 3, 2023 were examined on their official Instagram accounts and the shares were analyzed through content analysis. In this context, the approaches of the companies regarding the agenda and their social responsibility approach strategies have been tried to be analyzed. It has been determined that all three companies have shared about the subject.

Introduction

Communication, which is essentially an effort to understand and make meanings common, is a basic process that enables people to live together. Human beings construct meaning through their interaction with each other. It carries together the activities of meaning production, transfer, transmission and agreement. "The ultimate explanation of how people communicate with each other in very complex ways through simple gestures lies in the fact that they generally relate to each other in ways that are entirely unique to them. To be more precise, humans cooperate with each other in species-specific ways that include processes of shared intentionality" (Tomasello, 2017: 66).

Derived from the Latin word "communis" and expressed as "communication" in most of the Western languages, communication describes meaning, partnership, socialization and togetherness (Ertekin, Ilgin and Yengin, 2018: 299). Communication is transformed in its functional and instrumental dimensions along with the transformation of societies. The concept of communication, originally derived from the verb 'communicate' - to share, was introduced in "15. Since the 19th century, it has become a shared object. ... From the late 17th century onwards, there was a significant expansion to include means of communication" (Williams, 2005: 88). Humanity, which has witnessed continuous development and transformation throughout history, is similar in terms of technique, technology and communication technologies and is globalized economically, culturally and socially. Social media,

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which is included in people's lives as an internet-based and computer-based environment, has turned into an indispensable communication tool for both business life and social life. "Communication networks are a very common aspect of communication, because virtually everyone in society is connected to one or more of such networks" (Mutlu, 1998: 169). With the transfer of computers to smart phones, a mobile communication opportunity has emerged, and people have become able to communicate with the whole world whenever they want with their mobile phones (Çalışkan and Mencik, 2015: 273).

While the computer and internet network opened the door to a mobile life, content production and creating platforms to present the content led people to spend time in the virtual environment. Especially business practices and managerial processes have been affected by the network structure. "With globalization and increased risks in business management, communication begins to be seen as a strategic business tool" (Mattelart, 2001: 101). Networked, technology-based communication is gaining popularity as an alternative to traditional communication within the framework of the attraction of social media environments. Social media includes activities, practices and actions between human communities that come together online to easily share all kinds of content (sound, text, image, etc.) within the framework of mutual interaction (Çalışkan and Mencik, 2015: 258). Social media, which is a virtual communication environment, has become an indispensable part of daily life. Social media brings together everyone, young and old, from all walks of life, on a common ground in almost all societies. Through social media, many different groups and communities at one end of the world can communicate with each other in a very short time and quickly within the framework of their common interests. "Almost every organization in the developed world has become completely dependent on networks of telephony and computers. When they break down, the organization simply stops working. Long before they became so dependent on these media networks organizations had already split in separate organizations, departments and teams that still worked together in an extensive division of labor. These days organizations do not finish products or services all by themselves. "This is done in cooperation and competition within and between economic networks" (Dijk, 2006: 1-2).

The advertising sector, which is one of the basic mechanisms of production processes, has an important place in product-consumer-customer interaction. Advertising message refers to messages prepared for the sale of goods and/or services. "Advertising is a staple of the promotional mixes used by brands to reach members of their target audiences (both for business-to-consumer products and for business-to-business products). Organizations rely upon strategically developed marketing mixes to ensure a strong value proposition for customers, meaning that the organization can offer a product the customer wants, at a price the customer perceives as reasonable, delivered at the right place and the right time" (Tuten, 2008: 2). It consists of the stages of conveying information such as reaching the goods and services and conveying their characteristics to the target audience or to the whole public (as cited in Saman, 2020). Digitization has also revealed tremendous transformations in advertising, promotion and announcement processes. Advertising uses the opportunities to reach its target audience with a focus on new media as well as traditional media. While companies are promoting their products and/or producing messages for sales purposes, they take advantage of social media and develop messages suitable for the virtual environment. Companies that act in the direction of brand recognition and awareness are in an effort to establish emotional bonds with their customers. This leads companies to act with a focus on social responsibility while producing content. The earthquake that took place in our country on February 6, 2023 and negatively affected 11 cities was also on the agenda of the companies. Firms have shared various posts regarding this agenda topic. From this point of view, in the study, the shares of companies based on social responsibility understanding regarding the February 2023 earthquake on Instagram, which is a social media platform, were examined in the context of brand strategies. Analysis was made on three clothing companies (LcWaikiki, Koton and DeFacto), the shares of the companies regarding the earthquake between February 6 and March 3, 2023 were examined on their official Instagram accounts and the shares were analyzed through content analysis. In this context,

the approaches of the companies regarding the agenda and their social responsibility approach strategies have been tried to be analyzed.

Digitalization, Advertising and Social Responsibility Approach

Brands are thinking of being much closer to their target audiences in the current digitalization process and are trying to keep up with the transformation process. "Social media encompass communication possible throughout all of the forms of social communities online. Social-media communities include forums, virtual worlds, social news organizations, social opinionsharing sites, and social networks. Social networks are built around site platforms that enable members to develop identity profiles, interact with other members, and participate in various site activities. Social networks are 2D environments with identity representation limited to one's profile rather than by visually detailed avatars common to virtual worlds" (Tuten, 2008: 33). The willingness of brands to appear in digital virtual environments has triggered the evolution of advertising strategies focused on new media (Solak, 2020: 103). The net-like structures offered by the internet, socialization and entertainment applications offered in the virtual environment have become the focus of attention of the advertising industry due to the density of users. "The massive production and use of multimedia also pose new challenges to the scalable and reliable sharing of multimedia over large and heterogeneous networks; demand effective management of enormous amounts of unstructured media objects that users create, share, link, and reuse; and raise critical issues of protecting the intellectual property of multimedia" (Zhao, Lin and Liu, 2011: xi). Today, many well-known companies have started to gain superiority in the market by adapting this advantageous situation to their brands without wasting time. "Companies establishing their pages on social-media sites should not be doing it for marketing, per se. For a business, social media is less about sales generation, more about customer service -customer outreach, R&D, focus grouping, shareholder services, and PR. Social media for business encompasses all these things, and of course a lot of intangibles as well" (Funk, 2011: 9). This approach has enabled brands to develop new strategies (Solak, 2020: 104). "We're experiencing a huge shift in our marketing too. The new way of working involves interaction and conversation, engagement and advocacy. Our approach has got to change to incorporate this. Traditional marketing methods now have to include a digital marketing component as part of the overall strategy. Now the old, push ways of marketing have to evolve and incorporate two-way dialogue which encourages conversation with the new thought leaders. And who are these new thought leaders? Well, they are everyone with access to the Internet and a set of friends, followers and connections" (Brown, 2010: 13).

The willingness of businesses and brands to use new media to promote products and services is an extension of their response to digitalization. "Advertising and marketing communication industries and professions are subject to a wide range of other important economic and social constraints, including the limits of their own pragmatics. One area of indeterminacy in the marketing communication propositions epitomized by Cluetrain and Web 2.0 concerns the definition of commercial media in a new, conversational media context. Most discussions of new media tend to blur e-commerce and new commercial media" (Spurgeon, 2008: 16). The fact that brands present their aid as a content, based on their understanding of social responsibility, is an extension of their efforts to establish an emotional bond in brand-target audience interaction. The understanding of social responsibility is very valuable in gaining the sympathy of the target audience. Developing strategies and policies in line with social values and expectations in line with the objectives of businesses appears as an understanding of social responsibility. "Being able to explain the institution and creating a positive corporate image and

reputation by planning corporate marketing in the most effective way depends on being able to create the business in the virtual market environment in line with the expectations of the target audiences” (Uzunoğlu et al., 2009: 85).

The issue that businesses frequently focus on is the social responsibility approach towards customers, one of the most important stakeholder groups. The main reason for this is that the sustainability of the business in all sectors and the achievement of its purpose in the market depend on the customers. The use of social media accounts for advertising purposes by companies is among the ways they prefer to sell goods or services. The audience in this environment is defined as a potential customer who can easily reach the product and service. Advertisements on social media appeal to all audiences. The sharing of companies about the February 2023 Earthquake and what happened after the earthquake is an effort to show that they show the necessary sensitivity to this issue. Such an understanding of social responsibility also ensures that the brand is recognized, preferred and brought to the fore, and increases the reputation of the business. After the February 2023 earthquake in Turkey, the contents, in which the companies stated that they provided the needs in a short time together with various institutions and volunteers, and that they were trying to heal the wounds of people, were conveyed through social media. Considering the studies on social responsibility on social media, it has been observed that social responsibility campaigns are aimed at customers' loyalty, trust, loyalty and attitudes.

Natural disasters and different kinds of disasters are environmental and social problems that require the cooperation of societies to be constantly ready. In addition to death, injury and disability, such events can cause long-term, difficult-to-treat psychological problems by creating a shock effect on society. Disasters also increase the risk of the spread of infectious and epidemic diseases, disrupting the infrastructure systems and disrupting the economy. Not every disaster can cause a crisis. The magnitude or effects of disasters may or may not be crisis-provoking. The emergence of the crisis is directly related to factors such as the level of impact of the disaster on social life, loss of life and property. As a matter of fact, disaster management is a disciplined, complex and multi-factor management method and constitutes a sub-branch of crisis management. Disaster management is different from crisis management and crisis management is comprehensive enough to include disaster management. It is a process that covers what needs to be done and the measures to be taken at the stages of the crisis. After all, disasters are the causes of crises. With the occurrence of a crisis event, crisis management can be performed successfully or unsuccessfully. The basis of crisis management includes the possibility of achieving current success at the time of crisis, improving success and being able to achieve positive results, and taking a negative situation and making it more negative in this process. In general, it is undeniable that social media provides certain benefits after disasters (Çanakçı, Öztürk and Şaşmazlar, 2022): (i) Connecting people who have changed location, (ii) Providing important information to those in the disaster areas before and after the disaster via Internet or SMS updates, (iii) Providing information about corpses according to unowned property and events, (iv) Disaster-affected To provide aid to individuals and organizations, to exchange information about centers and other resources, (v) To raise awareness for those outside the affected regions by creating donors and volunteers.

The use of social media platforms in emergencies provides people with various opportunities. However, it is also valuable in terms of revealing the activities of companies/brands. In this context, as a social media platform, various content shares have been shared on Instagram (Metin and Gencer, 2021; Aktan, 2018; Aslan and Gül Ünlü, 2016):

- i. *Instagram Stories*: With the Instagram Stories feature introduced in August 2016, photos and videos that will be deleted within 24 hours can be added and shared when swiping left on the main page. It has become an effective marketing tool for individuals to easily reach products of different quality and styles from different countries, as well as to increase brand awareness within institutions. With the update made in November 2017, Instagram allowed users to create an Archive of Stories that can be viewed for a long time.
- ii. *Post*: It is the name given to the posts shared by Instagram users. It usually contains images, videos, text and hashtags. In order to post on Instagram, people must have an Instagram account.
- iii. *Highlights*: Instagram stories that you want to have on your profile permanently. If you add a story to Highlights, it will be visible even after 24 hours.
- iv. *Messages (DM)*: It means direct messaging. In other words, we can say that it is a way of communicating directly and privately with another user.
- v. *Hashtag*: In January 2011, Instagram introduced hashtags to help users discover both photos and each other. Instagram encourages users to make hashtags that are both specific and relevant. Instead of tagging generic words like "photo", it highlights photos and attracts like-minded Instagram users. Users on Instagram created "trends" through hashtags. Trends that are considered the most popular on the platform usually highlight a particular day of the week for material to be published.
- vi. *Explore*: In June 2012, Instagram introduced "Explore", a tab inside the app. Displays and searches popular photos, photos taken recently. The tab was updated in June 2015 to feature trending tags and places, curated content, and location search.
- vii. *Live streaming*: In November 2016, Instagram introduced live streaming features. This feature allows users to broadcast live and followers to write comments. The duration of the live broadcast is determined as 1 hour. After the user finishes the live broadcast, they can share it in the stories section. In August 2017, Instagram introduced the dual live broadcast feature. With this, the user can broadcast live with him by sending an invitation to his friend. In November 2017, a button was introduced that allows the user to easily send a request to the broadcaster to go live.
- viii. *IGTV*: Vertical video application launched by Instagram in June 2018. Basic functionality is also available on the Instagram app and website. IGTV allows uploads of up to 10 minutes with a file size of up to 650 MB. Verified and popular users are allowed to upload up to 60 minutes of video with file size up to 5.4GB.
- ix. *Reels*: In November 2019, it was reported that Instagram began testing a new video feature known as "Reels" in Brazil. It is similar in functionality to the Chinese video-sharing service TikTok and focuses on users saving short videos tuned to pre-existing audio clips from other broadcasts.
- x. *Verified badge*: The Instagram verified badge, or blue tick, is usually awarded to accounts that are famous and have a large number of followers. The blue tick, which was given to a limited number of people at first, was later made available by making an application through the application.

Today, with the widespread use of social media, the fact that consumers spend a lot of time on social media has attracted the attention of brands and encouraged them to direct their social responsibility

projects to the internet and social media. For this reason, social media also creates a very good opportunity for brands to announce their work on social responsibility projects.

Companies and Social Responsibility Advertisements

Firms use advertisements within the framework of social responsibility understanding to direct the society to a certain behavioral change - purchasing. More and more businesses today benefit from advertising efforts that emphasize social responsibility efforts. In other words; In an environment of widespread and increasing distrust towards large companies, businesses are increasingly giving importance to corporate image and advertising campaigns based on corporate social responsibility initiatives in order to meet the consumer's demand for information about their concerns and effects on society (Taran Kılıç and Akbayır, 2022: 150). Thanks to its impressive sound, visual effects and narrative language, the advertisement contributes to the attention of large segments of the society to the corporate social responsibility message, thus expanding the coverage of its message. Ads; It is used in various channels so that it can be delivered to the right target audience with appropriate messages. Social media, on the other hand, can be said to be a frequently preferred communication tool among these channels. Therefore, advertisements contain many attractive elements thanks to their appeal to the eye, activate the emotions of social media users with the use of celebrities or children, create empathy, and are among the attractive communication tools preferred by businesses because they contain visual elements that support brand identity:

- i. *Presenting an Emotional Message:* It has gained importance in terms of visibility in social media, having positive thoughts about the brand, and developing emotional bonds.
- ii. *Developing Brand Loyalty:* Brand loyalty is defined as "the consumer's purchase of a particular brand not only in the current time but in the future periods". It has been determined that the interaction in the virtual brand community has a positive effect on brand trust and brand loyalty.

Creating a sense of brand comes first among the elements that enable brands to survive on social media. When the brand community is mentioned, people gathered around a brand axis come to mind. "This power of brands that brings people together should be supported by visuals. The best way to place a concept, a word in people's minds is visuality" (Öcal, 2018: 30).

Today, with the development of internet technologies, a complete "consumer democracy" is developing and the number of blindly loyal consumers to a brand is now decreasing. Consumers now want to enjoy products and services beyond satisfaction. For consumers, the sense of loyalty can change at any time (Doğaner and Armağan, 2019: 721). For all these reasons, businesses try different strategies to create customer loyalty. Frequency programs, consumer cards, and brand communities make up these strategies. As a result of the emotional attachment in these communities, the consumer has a sense of advocacy towards the brand. The fact that brand communities have the power to change the perceptions of members, the rapid dissemination of information within the community, Brand communities are very important in the process of creating brand loyalty, for reasons such as providing socialization and satisfaction to consumers.

An Analysis on Social Media Shares of Clothing Brands Related to the February 2023 Earthquake

Purpose of the Research

Brands have the opportunity to both promote themselves and raise public awareness about social responsibility. In this context, the aim of this study is to examine the Instagram site, which is the social media network most used by the young population in our country, as an awareness tool on social responsibility and to investigate the role of brands in this issue. For this purpose, first of all, content analysis was applied to determine the current situation. Social responsibility shares related to the post-earthquake relief efforts were examined on Instagram. With this study, it is aimed to reveal how Instagram, one of the social media platforms, was used by Turkey's most valuable brands regarding the February 2023 earthquake for brand communication.

The Importance of the Research

In this context, it is important for this study that the tables that will emerge as a result of the analysis of the shares of the brands in question set an example for other brands that follow the same path and how the brands make their Instagram shares. In addition, this study is important because it can contribute to the literature as original research.

Scope and Limitations

Within the scope of the study, the Instagram accounts of the clothing brand, which is among the top ten most valuable brands in Turkey, determined according to the Brand Finance June 2022 report, were also examined. This study is limited to the posts about the aid they have made within the scope of the social responsibility project on the Instagram accounts of the brands related to the earthquake disaster that we experienced in February 2023 and covering 11 provinces between 06 February - 03 March 2023.

Method

Management of social responsibility projects, especially through social media, comes to the fore day by day thanks to new communication technologies. In this study, the social responsibility shares of the brands related to the February 2023 earthquake were examined over Instagram, which is the most used social media tool in our country, within a one-month period (February 06-March 03, 2023), and content analysis was made and the physical structure of Instagram, the posts of the brands were shared, the likes and comments were analyzed. has been done.

Findings

In this descriptive and retrospective study, LC Waikiki, Koton and DeFacto companies' Instagram accounts regarding the February 2023 earthquake between February 06 and March 3 were analyzed by taking a simple random sample about the earthquake and its aftermath.

LC Waikiki, or LCW for short, is an Istanbul-based chain of stores with 47,700 employees and 1047 stores in 47 countries. It takes its name from the Waikiki beach on the island of Hawaii and the initials of the French words "Les Copains" meaning "friends".

Koton is a chain of stores located in 28 countries and headquartered in Istanbul, with more than 8,500 employees and a total of 434 stores, of which 275 are in Turkey and 159 are abroad. Operating in the ready-to-wear sector, Koton was founded in Istanbul in 1988 by the couple Yılmaz Yılmaz and Gülden Yılmaz. The Yılmaz couple, whose main occupations were officers and teachers, went into business with a small shop in order to sell export surplus products. After the shop attracted great attention, the couple left their profession and started to deal with merchandising and textile. Koton, which started its own production in 1995, opened its first overseas store in Munich, Germany in 1996. Koton, which has 434 stores as of December 2015, has 159 stores abroad in 28 countries, especially in Russia and Germany. The 2016 target is to open a total of 91 stores, 61 of which are abroad and 30 in the country, to maintain its place among the global players of the sector with 525 stores and 12,500 employees. In addition, Koton will announce to everyone that it is a global brand in the fashion world by opening a store of 1,800

square meters in Boulevard Saint Germain, the most magnificent shopping street of Paris, in 2016 (wikipedia.org, koton, 2023).

A company operating in the field of clothing retail. It was established in 2003. DeFacto, which was founded in 2003 and opened its first store in 2005, operates in more than 50 countries in the world with more than 500 stores and more than 14,000 employees. The number of stores in Turkey is 300. As of 2013, Ozon Giyim is Turkey's 36th biggest brand. Ozon Tekstil, on the other hand, ranks 15th among Turkey's second 500 Largest Industrial Enterprises. Today, it continues on its way as the second largest company in its sector in Turkey with its 300 domestic and 205 overseas stores. Apart from Turkey, mainly Tajikistan, Kazakhstan, North Macedonia, Iraq, Egypt, Belarus, Morocco, Kosovo, Albania, Tunisia, Georgia, TRNC, Azerbaijan, Palestine, Lebanon, Jordan, Romania, Bulgaria, Malaysia, Pakistan, Qatar, Uzbekistan, It operates in countries such as Dagestan, Bosnia and Herzegovina, Russia, Armenia, Afghanistan and Ukraine (wikipedia.org, Defacto, 2023).

Among the companies examined, DeFacto company has the highest number of posts with a total number of 9672, 3.2 million followers, followed by Koton company with a total of 7091 posts and 2.8 million followers. The number of posts in the last place belongs to LC Waikiki with a total of 7082 and 6.4 million followers. In addition, LC Waikiki company has the highest number of followers among these 3 companies with 6.4 million people. In addition, the accounts followed by these three companies are 48 by LC Waikiki and Koton, and 6 by DeFacto (See Table 1).

Table 1. Examined Companies and Instagram Accounts

Company Name	Instagram Account	Total Number of Posts	Followers	Follow
LcWaikiki	lcwaiiki	7082	6.4 M	48
Koton	koton	7091	2.8 M	48
DeFacto	defacto	9672	3.2 M	6

In this descriptive and retrospective study, the shares of LC Waikiki, Koton and DeFacto companies related to the February 2023 earthquake on their Instagram accounts dated 06 February-3 March and their aftermath were examined. and shared 12 posts in the form of text, photos and videos on different days. Koton company, on the other hand, shared 34 posts on the same and different days in the form of text, photos and videos between the same dates. Finally, DeFacto company shared 15 posts in the form of text, photos and videos on the same and different days within the same date range (See Table 2).

Table 2. Shares of Examined Companies in Post Format

Company Name	Date	Number of Posts	Type of Posts
LcWaikiki	06.02.2023	3	Text
	07.02.2023	2	Text
	08.02.2023	1	Photo
	09.02.2023	2	Photo
	16.02.2023	1	Text
	17.02.2023	1	Photo
	24.02.2023	1	Photo
	03.03.2023	1	Photo
Koton	06.02.2023	3	Text
	07.02.2023	8	Photo
	09.02.2023	1	Photo
	13.02.2023	1	Text

	14.02.2023	7	Photo
	15.02.2023	3	Photo / Text
	17.02.2023	2	Photo
	18.02.2023	2	Photo / Text
	21.02.2023	4	Photo Text
	22.02.2023	1	Photo / Text
	23.02.2023	1	Video
	02.03.2023	1	Photo / Text
DeFacto	06.02.2023	2	Text
	07.02.2023	1	Text
	08.02.2023	1	Photo
	09.02.2023	7	Photo / Text / Video
	10.02.2023	1	Video
	11.02.2023	1	Video
	20.02.2023	1	Text
	03.03.2023	1	Text

LC Waikiki: In this research, the shares of LC Waiki company on the Instagram accounts of the earthquake on 06 February 2023 and 03 March 2023 and its aftermath were examined. It has proven that people are treated, exemplary and supported, and that people should be a little more sensitive and think about the companies they will shop with in the future.

LC Waikiki company officials shared 3 separate posts about the earthquake that was felt in Kahramanmaraş on February 6 and in Adıyaman, Adana, Diyarbakır, Gaziantep, Hatay, Kilis, Malatya, Osmaniye and Şanlıurfa. In their first post, they published messages of death and get well soon in black and white format, expressing their deep sorrow for the earthquake. This post received 20 thousand 70 likes and 266 comments. On the same day, the company issued two written messages again and stated that they started a dialogue with institutions to support the employees in the region with all their means, and the citizens in the region through units such as the Governor's Office, District Governor's Office, Red Crescent and AFAD for urgent needs in severe winter conditions. This post also received 28,603 likes and 544 comments. In the third post published by LC Waikiki on February 6, in the written statement made from the Instagram account, aid trucks carrying winter basic needs such as clothing, shoes and blankets set out to deliver them to our citizens in the earthquake zone. The post received 196 thousand 765 likes and 5207 comments.

The first of his posts on February 7, the day after the earthquake, the textile factories of LC Waikiki located in Malatya 1st and 2nd OIZ were on duty to meet the food and heating needs of the earthquake victims with all their means.

Textile companies belonging to LC Waikiki, Talu Tekstil, Fetih Tekstil, Trikotek and Taha Giyim tried to heal the wounds of our earthquake victims in this difficult process. This post received 49,658 likes and 932 comments. On the same day, in the 2nd post, company officials announced that they participated as LC Waikiki in the Earthquake Solidarity Campaign initiated by our Ministry of Commerce. They stated that they will deliver the orders for basic needs, under the coordination of AFAD, to the earthquake zone without any commercial purpose. This post also received 18 thousand 61 likes and 425 comments. LC Waikiki company, in a written post on February 8, stated that Aid trucks have been transported to the disaster area since the first day of the earthquake, they stated that they donated a total of 1 million 600 thousand products under the coordination of AFAD and the Red Crescent and that additional support trucks are still on the way. This post received 14,372 likes and 377 comments. In the first post on February 9, it was announced in writing on the LC Waikiki Instagram account that the company's customers have so far contributed by purchasing products worth 11 million

TL within the scope of the campaign. The post received 66 thousand 586 likes and 1387 comments. In the second post made on the same day, additional aid continues for the missing needs in the earthquake area. To be sent to the disaster area; Production of 36,000 additional blankets and 50,000 scarves continues. The post received 32,880 likes and 781 comments. The company sent food and hygiene supplies in mobilization with its colleagues. The shares of the company on the Instagram account continued on February 16. Thinking that we can overcome these difficult days in unity and solidarity, the company has provided 150 million TL worth of aid for needs such as clothing, food and shelter to heal the wounds in the earthquake area. LC Waikiki provided 200 million TL in cash for the same purpose. Authorities in their written posts on this long journey, they stated that they will continue their work with the spirit of mobilization and solidarity. This post received 11,889 likes and 456 comments. In the posts on February 17, they shared their posts with municipalities, governorships and district governorships before they left in order to benefit from social markets where they delivered LC Waikiki products to earthquake victims at the Social Markets, which were established through municipalities, district governorships, governorships and the Red Crescent, providing free service. indicated that they should be contacted. They stated that they will continue to deliver clothing aids to our earthquake victims (İstanbul-Bağcılar, İstanbul-Başakşehir, Antalya-Muratpaşa) who had to settle in different cities in the coming days, in Social Markets with our LC Waikiki Volunteers. The company's post received 8844 likes and 638 comments. On February 24, LC Waikiki volunteers continue to work in the disaster area. The third group of volunteers reiterated that they will set out on February 28 and that we will get through these difficult days together. The post received 5042 likes and 162 comments. In the written post made on Instagram on March 3, they did not forget the needs in the earthquake region, İzmir, Sivas, Antalya, Adana, they state that they constantly send our products to the social market tents set up in Mersin and Malatya and that they are delivered to earthquake victims through volunteers. They stated that they will continue to send products to social markets to be opened in different cities in the coming days. They reiterate that before going to the social markets, it is absolutely necessary to contact the municipality, the district governor's office and the governor's office. This last post of the company received 23 thousand 635 likes and 1438 comments.

Koton: In this research, the shares of Koton company on Instagram accounts on 06 February 2023 and 02 March 2023, after the earthquake and its aftermath, were examined, and in total, all of its shares received 70 thousand 119 likes and 1482 comments. In the first of 3 different posts he made on the same day on February 6, he shares the deep sadness of the earthquake we experienced in Turkey. On his Instagram account, he conveys his condolences to our citizens who lost their lives, and a speedy recovery to the injured. His post received 2144 likes and 28 comments. In another post, he provides winter clothing and other urgent needs that we can quickly deliver from provinces close to the disaster area by keeping close contact with public institutions. Warehouses are organized to deliver aid packages consisting of products for children, women, men and other needs to disaster areas. This post received 10,890 likes and 295 comments. In its 3rd post, it was stated that the aid operations continued uninterruptedly from the first moment for the needs in the earthquake region, and the stores in the surrounding provinces took action for urgent needs, from the logistics warehouse; Tens of thousands of packages consisting of winter products such as coats, underwear, scarves, caps, gloves and socks were prepared for children, women and men. In order to support AFAD's search and rescue efforts, 20-ton excavators that will work 24 hours a day in the earthquake area were rented. By collaborating with the suppliers and expanding the aid, seasonal yarns and fabrics are transformed into products that will keep you warm, such as scarves and blankets.

In addition to the donations made by Koton, the truck carrying the individual support of Koton volunteers was directed to the region, and the donations added every day will continue to be sent. 3 posts received 3341 likes and 87 comments. On February 7, 2 separate posts were published. The first share was for the earthquake victims with the clothes aid trucks in the warehouses. From the first day, winter clothes were delivered to earthquake victims in coordination with public institutions from our stores in the region and nearby provinces, 20 thousand 583 likes, 350 comments, and another post, Koton

supported the works in the region with all its resources and possibilities. It is that the leased machines work in the region and support us to heal our wounds together. This post received 4470 likes and 63 comments. In the post on February 9, Koton states that it is in the region with all its energy and opportunities, and directs generators with cabins protected against weather conditions to the region. This post received 3062 likes and 60 comments. On February 13, a condolence message is issued by Koton employees in the region for those who lost their lives in the earthquake. The post received 2244 likes and 59 comments. With the post he shared on February 14, it is seen that the people of Koton continue to help earthquake victims in the earthquake area without interruption. The post appears to have received 3557 likes and 48 comments. On February 15, it is seen that Kotonun delivered the clothing needs of our citizens who were evacuated to Antalya after being affected by the earthquake. The post receives 2851 likes and 45 comments. On February 17, aid continues to be sent for the needs in the earthquake area. The blankets, prepared by hand in hand with the manufacturers, are on their way and are waiting to be delivered to their owners. The post gets 2281 likes and 31 comments. In the posts on February 18, Koton provides support with 5 million TL to the Turkey One Heart aid campaign, which TV channels meet in order to heal the wounds of the earthquake disaster that stifled our country. Since the first day of the earthquake, a comprehensive study has been carried out to meet the needs and will continue to stand by the disaster victims and support their needs. The post gets 8515 likes and 305 comments. In the post on February 21, "Koton brought our dear friends from earthquake regions to Istanbul with the Association of Keep an Eye on Me, with which it has been working in cooperation for our pawed friends for many years. Now, health checks and care of our friends will be done, necessary chip checks will be carried out. His priority is to reunite the families of our pawed friends with their new homes. Along with our cotton paw friends..." This post received 2406 likes and 42 comments. In the shipment on February 22, cotton volunteers delivered the containers they bought to their families in Malatya. The post received 2281 likes and 24 comments. On February 23, the shelter of our pawed friends is ready. Our dear friends who came from the earthquake area and need shelter until they find their new homes. They are under the protection of the Keep Your Eyes on Me Association, which has been working in cooperation with Koton for many years. This post received 733 likes and 29 comments. In the last post on March 2, Koton continues to send aid to the earthquake zone. Koton also supports the city of life campaigns organized by the Istanbul Chamber of Industry (ISO) and United Brands Association (BMD) by sending containers.

It continues to provide the same aid to those in need by collaborating with national and international organizations, regional municipalities and other institutions. Koton will continue to meet the primary needs of earthquake victims. This last post gets 761 likes and 16 comments.

DeFacto: In this research, the shares of DeFacto company on their Instagram accounts on February 06, 2023 and March 03, 2023, after the earthquake and its aftermath, were examined, and it was seen that a total of 84 thousand 285 users liked the posts during and after the earthquake, and the majority of 2938 people made positive comments.

In this context, when the DeFacto company's Instagram account was analyzed to cover the same dates (06 February-03 March 2023) during and after the earthquake, the results were shared. DeFacto Company expressed its deep sadness about the earthquake by publishing a message of condolence and get well soon in the first black/white post it made on the same day as the earthquake on February 6, and the post received 4321 likes and 91 comments. In its second post on the same day, the first trucks with winter clothing materials were directed to the AFAD Coordination Center through the Red Crescent, in order to meet the needs in the earthquake region in severe winter conditions. It was informed that, as DeFacto, the necessary support will be provided in these difficult days, which are shown as an example of interlocking and healing the wounds in the country. This post received 23,970 likes and 741 comments. In the post on February 7, it was reported that they participated in the "Earthquake Aid Campaign" initiated by our Ministry of Commerce as DeFacto, and that they would deliver their orders for basic supplies to the earthquake zone, under the coordination of AFAD, without any commercial purpose. It was stated that the products to be purchased to support will be accessed via the link in the

profile. The post received 3408 likes and 84 comments. On February 8, 15 DeFacto buses set off for the Red Crescent volunteers to participate in humanitarian aid activities in the earthquake area. Buses departing from Istanbul Red Crescent City Center Campus will transport Young Red Crescent Volunteers to Kahramanmaraş and humanitarian aid to Hatay, İskenderun, Gaziantep, Elbistan, Malatya and Adıyaman. Our citizens, who want to switch to safe cities on their return journey, were transported to suitable locations directed by Kızılay with DeFacto buses. The post received 2144 likes and 76 comments. DeFacto shared 7 separate posts on February 9th. In their first post, We Will Wrap Our Wounds Together, they conveyed that from the first moment of the earthquake that stifled our country, they acted together with the relevant government institutions, non-governmental organizations and the DeFacto family of 15 thousand people and that they will continue to mobilize to heal the wounds with all their means. In the second post on the same day, as of the first day of the earthquake, 200 thousand products consisting of winter clothes such as coats, parkas, boots, berets, hats, gloves, cardigans and sweaters were delivered to the earthquake zones and they continue to deliver. In the third post, the buses that will transport the Red Crescent volunteers who will participate in the humanitarian aid activities in the earthquake area to the regions set out. On the return journey, under the coordination of AFAD, the citizens were evacuated to safe areas. In the 4th post, 100 thousand blankets and medical masks were and will continue to be directed to the region in coordination with the relevant institutions. In the 5th post, DeFacto opened workable stores in the region with his volunteer colleagues in order to provide free product support.6. Within the scope of the Earthquake Assistance Campaign initiated by the Ministry of Commerce, 11,500 items of need materials ordered by its customers from the e-commerce site were directed to the earthquake zone free of charge, without any commercial purpose, under the coordination of AFAD. 7th share on the other hand, 50 volunteer colleagues reached the region to support the search and rescue efforts. The total of the shares received 7396 likes and 118 comments. In the video shared on February 10, packages consisting of winter clothes were prepared for the citizens who were evacuated from the earthquake region to Antalya and were delivered to the hotels where they were hosted from the warehouses and stores in the region with the coordination of the Ministry. It received 15 thousand 414 likes and 293 comments. In the video on February 11, within the scope of the Earthquake Aid Campaign, aid packages for earthquake victims were delivered to the earthquake region with the coordination of AFAD. The post received 3434 likes and 113 comments. In the post on February 20, within the scope of the protocol signed with the Ministry of Family and Social Services, DeFacto will meet the clothing needs of all children under the auspices of the ministry in the earthquake zone for a year and heal the wounds together. This post received 23 thousand 599 likes and 1391 comments.

In the last post about the earthquake on March 3, DeFacto shared that he was with the business partners in the earthquake area, saying that priority will be given to business partners in the earthquake region in orders. This post received 598 likes and 31 comments (See Table 3).

From here, we can draw the following conclusion: LC Waikiki, Koton and DeFacto companies have provided both material and moral support to our people in the earthquake zones and their employees who were affected by the earthquake since the first day of the earthquake (6 February-3 March). Among these three companies, LC Waikiki is the company that received the most likes with 923 thousand 334 and 12 thousand 613 comments for the shares they made within the scope of the social responsibility project related to the February 2023 earthquake. DeFacto is in the second place with 84 thousand 285 likes and 2938 comments, and Koton is in the last place with 70 thousand 119 likes and 1482 comments (See Table 3).

Table 3. *Post Contents of the Companies Inspected*

Company Name	Date	Post Sub-Messages	Like	Comment
LcWaikiki	06.02.2023	1. A message of condolence and get well	1. 20 thousand	1. 266
		soon for those who lost their lives in the	70	2. 544

	earthquake	2. 28 thousand	3. 5207
	2. Communication with institutions for earthquake victims	603	
	3. Sending basic needs to the region with trucks through official institutions.	3.196 thousand	765
07.02.2023	1.LCW and some textile factories meet the food and heating needs of earthquake victims.	1. 49 thousand	1. 932
		658	2. 425
	2. Aid trucks carrying winter basic needs were sent to the earthquake zone.	2. 18 thousand	
		061	
08.02.2023	LC Waikiki continues to heal the wounds together.	14 thousand	377
		372	
09.02.2023	1. Additional aid continues for the missing needs in the earthquake zone.	1. 66 thousand	
		586	1. 1387
	2. LC Waikiki sends food and hygiene materials to the region.	2. 32 thousand	2. 781
		880	
16.02.2023	150 million clothing and 200 million cash support were provided for the earthquake zone.	11 thousand	456
		889	
17.02.2023	Aid is delivered to citizens in different cities through Social Markets.	8844	638
24.02.2023	LC Waikiki volunteers continue to work in the disaster area.	5042	162
03.03.2023	LC Waikiki continues to offer earthquake victims the products they need in Social Markets.	23 thousand	1438
		635	
Koton			
06.02.2023	1. A message of condolences for those who lost their lives in the earthquake, and get well soon for the injured.	1. 2144	1. 28
		2.10 thousand	2. 295
	2. Delivery of clothing and urgent needs to earthquake zones.	890	3. 87
	3. All necessary needs are provided with the volunteers.	3. 3341	
07.02.2023	1.Koton's people have one heart	1.20 thousand	1. 350
	2. Rented construction machines are working in the region.	583	2. 63
		2. 4470	
09.02.2023	The generator with cabin was directed to the earthquake zone.	3062	60
13.02.2023	Condolence message for Koton employees who lost their lives in the earthquake	2244	59
14.02.2023	Koton continues to help for the needs in the earthquake region.	3557	48
15.02.2023	Clothing needs were delivered to the citizens who were evacuated to Antalya.	2851	45
17.02.2023	Aid continues to be sent to the earthquake area.	2281	31

	18.02.2023	Koton supported 5 million TL in TV joint broadcast.	8515	305
	21.02.2023	Koton is with his paw friends who were affected by the earthquake	2406	42
	22.02.2023	Koton volunteers delivered the containers they bought to the family in Malatya.	2281	24
	23.02.2023	Shelter point is ready for friends with paws.	733	29
	02.03.2023	We continue to send containers to the earthquake zone.	761	16
DeFacto	06.02.2023	1. Message of condolence and get well soon about the 6 February earthquake 2. Winter supplies were sent to AFAD Coord. Center by trucks.	1. 4321 2.23 thousand 970	1. 91 2. 741
	07.02.2023	DeFacto, Ministry of Commerce, joined the Earthquake Aid Campaign. Basic necessities are delivered. Products can be purchased for support.	3408	84
	08.02.2023	15 DeFacto bus will carry young Red Crescent volunteers and citizens who want to go to different cities.	2144	76
	09.02.2023	1. We will bandage our wounds together. 2. 200 thousand winter clothes were delivered to the earthquake zone. 3. Red Crescent volunteers and earthquake victims were transported by buses. 4. 100 thousand blankets and masks were sent to the region. 5. Stores that will provide free product support were opened in the region with volunteer friends. 6. In the Earthquake Relief Campaign, customers place orders via e-commerce. It is sent to free shipping. 7. 50 volunteers reached the region for search and rescue efforts.	1. 7396	118
	10.02.2023	Winter clothes were delivered to citizens who were evacuated from the earthquake zone to Antalya.	15 thousand 414	293
	11.02.2023	Within the scope of the Earthquake Aid Campaign, the aid of earthquake victims is delivered to the region.	3434	113
	20.02.2023	Under the auspices of the Ministry of Family and Social Services, the clothing needs of all earthquake victims will be met by DeFacto for 1 year.	23 thousand 599	1391

Evaluation, Discussion and Conclusion

Van Earthquake in 2011 and Instagram in the Van earthquake, which is the biggest natural disaster that has occurred in Turkey since the 1999 Marmara Earthquake, a total of 644 people lost their lives and 1966 people were injured. The damage to the infrastructure of the city during the earthquake affected the electricity and telecommunication services. Due to the damage and intensity after the earthquake, telephone communication was cut off, but internet communication was not damaged. After the shock of the earthquake was overcome, people shared the photos of their places by communicating on Instagram, Twitter and Facebook, and in this way, they got information about the earthquake in a short time. Aids and needs were followed here.

After the shock of the incident was overcome and the severity of the damage was understood on social media, a platform where aid was organized, contact information of institutions that would send support to Van began to be shared via Instagram. In this way, the flow of news and assistance was carried out correctly. As can be understood from the words above, it is very important for organizations and institutions to be able to manage social media well in case of a crisis or disaster. If not managed properly, social media becomes inextricable and all advantages turn into disadvantages.

Thanks to social media, which is a part of the digital transformation process, consumers are no longer passive consumers of traditional media messages. "The new media are defined by all three characteristics simultaneously: they are media which are both integrated and interactive and also use digital code at the turn of the 20th and 21st centuries. It follows that their most common alternative names are multimedia, interactive media and digital media. Using this definition, it is easy to identify media as old or new" (Dijk, 2006: 9). Digitalization brought with it the active audience. The consumer gained an active position towards the message. They have come to an active position that not only listens to the messages conveyed by the brand, but also directly conveys their own feelings and thoughts to the brand, and receives or shares information when necessary. In February 2023, an earthquake with a magnitude of 7.7 occurred in the Pazarçık district of Kahramanmaraş, covering the provinces of Kahramanmaraş, Hatay, Gaziantep, Osmaniye, Adıyaman, Şanlıurfa, Diyarbakır, Malatya and Adana and affecting many of our cities. On the same day, nine hours later, an earthquake with a magnitude of 7.6 occurred in Kahramanmaraş again. 50 thousand 500 people lost their lives and many were injured in the earthquake. Regarding the earthquake, LC Waikiki, Koton and Defacto drew attention with their financial and in-kind assistance to our citizens in the earthquake area.

One of the most important aspects of using social media in crisis and disaster management is to inform the public about the issue by making regular updates on the issue. Social media has become a fast communication tool to inform millions of people in a short period of time, in case of a disaster, they will deal with the disaster-affected and those affected, the aid provided, the needs, and the needs. A total of 43 posts on the earthquake on Instagram, as LC Waikiki's 13, Koton's 15, and DeFacto's 15, were examined. In line with the findings that emerged as a result of the content analysis, it was concluded that 3 big companies within the scope of the earthquake-related social aid project had great help and support, both material and moral, due to the likes and positive comments received.

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