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CORPORATE REPUTATION MANAGEMENT AND SOCIAL MEDIA: AN ANALYSIS ON FACEBOOK ACCOUNTS OF THE MOST VALUABLE 5 BRANDS IN TURKEY[1]

Abstract

In today's competitive world, brands need to manage their corporate reputation in order to gain the trust and prestige of their national and international shareholders so that they can make difference over their rivals. With changing and developing information and communication technologies, brands benefit from new communication technologies as well as traditional tools for reputation management. In this context, social media tools such as Facebook, Twitter, Youtube, blog etc, which aim to establish relations rather than communication between brands and their shareholders have gained more importance.

The aim of this study is not only to show the relationship between reputation management and the Facebook shares of 5 of the most valuable 100 brands of Turkey (Türk Telekom, Akbank, Türk Hava Yolları, Türkiye İş Bankası ve Arçelik) according to Brand Finance which is one of the most leading brand assessment foundations in the world, but also to discover the aim of these companies for using Facebook accounts. The method of the study is content analysis technique implemented by taking as a reference the observation form in which there are items which Gökdağlı (2010) used in his graduate thesis called " The Assessment of Web-sites of Companies As a Tool for Corporate Reputation Management" based on multi-dimensional Corporate Reputation measurement model by Fombrun (2001). This observation form includes such factors as goods and services, vision and leadership, work atmosphere, financial performance, social responsibility, emotional connection and corporate visual identity.

Keywords: Social Media, Facebook, Corporate Reputation Management, Brand, Turkey.

KURUMSAL İTİBAR YÖNETİMİ VE SOSYAL MEDYA: TÜRKİYE'NİN EN DEĞERLİ 5 MARKASININ FACEBOOK HESAPLARI ÜZERİNE BİR İNCELEME

Öz

Günümüz rekabetçi ortamında markalar rakiplerinden farklılaşmak, iç ve dış paydaşlarının güven ve saygınlığını kazanmak için kurumsal itibarlarını yönetmeye ihtiyaç duymaktadırlar. Değişen ve gelişen bilgi iletişim teknolojileri ile birlikte markalar, kurumsal itibar yönetim faaliyetlerinde geleneksel mecralarla birlikte yeni iletişim teknolojilerini de kullanmaktadır. Bu bağlamda markalar ve paydaşları arasında iletişimden ziyade ilişki kurmayı amaçlayan; Facebook, Twitter, Youtube, blog vb. sosyal medya araçları önem kazanmaktadır.

Bu çalışmanın amacı, dünyanın önde gelen marka değerlendirme kuruluşu Brand Finance tarafından açıklanan Türkiye'nin en değerli 100 markası (2014) arasında yer alan ilk 5 markanın (Türk Telekom, Akbank, Türk Hava Yolları, Türkiye İş Bankası ve Arçelik)Facebook hesaplarında yapmış oldukları paylaşımların kurumsal itibar yönetimi ile ilgisinin ne şekilde olduğunu ortaya koymak ve hangi amaçlarla kullandıklarını tespit etmektir. Çalışmanın yöntemi; Fombrun'un(2001) ortaya koyduğu çok boyutlu Kurumsal İtibar ölçüm modeli temelinde Gökdağlı'nın (2010) "Kurumsal İtibar Yönetimi Aracı Olarak Firmaların Web Sitelerinin Değerlendirilmesi" başlıklı yüksek lisans tezinde kullanmış olduğu unsurların yer aldığı gözlem formu referans alınarak uygulanan içerik analizi tekniğidir. Bu gözlem formu, ürün ve hizmetler, vizyon ve liderlik, çalışma ortamı, finansal performans, sosyal sorumluluk ve duygusal bağ ve kurumsal görsel kimlik faktörlerini içermektedir.

Anahtar Kelimeler: Sosyal Medya, Facebook, Kurumsal İtibar Yönetimi, Marka, Türkiye.

[1] It is the revisied version of the paper presented at the 3rd International Reputation Management Conference at Kadir Has University on 13th-14th November in 2014.

1. Introduction

Nowadays, with the help of advancements in communication technologies and the internet, brands can reach their target audiences much easier. The communication between brands and their customers are no longer working in one way as it happens with mass media; it is now a two way communication. In other words, the posts that brands make in social media is aimed towards building relationships, not just communicating. Social media is one of the most important vehicles that make internet users a part of this two way communication.

As the internet taking a great deal of importance in our lifes and as Web 2.0 applications gather interest from every communication discipline, the discipline of public relations also realized that it is necessary to take part in social media other than the traditional media (Özgen, 2012, 11). Nowadays, the organizations who use social media can accomplish their aims of communication, collaboration, education and entertainment. Along with the social media strategy of organizations, it is important what they offer and how they offer to their followers in social media, in terms of corporate reputation (Kalafatoğlu, 2010, 83-84).

In this study we will first define reputation and corporate reputation and that put forward the conceptual framework of social media and Facebook. In the methodology part, we will examine the Facebook accounts of 5 brands (Türk Telekom, Akbank, Türk Hava Yolları, Türkiye İş Bankası and Arçelik) which were identified by aimed sampling. We analyzed these brands posts towards corporate reputation management.

2. The Concept of Corporate Reputation Management

Reputation is the totality of judgements made by individuals or groups about an organizations trustworthiness, responsibilities and abilities. Corporate reputation is the reflection of a firm, corporation or organization (İşler, etc, 2013, 180). Reputation, in short, is the sum of positive and negative perceptions of an organization in the minds of its target audience.

Today, corporate reputation is affected by both communication aimed at target audiences and by the lack of communication. Audience has expectations from organizations and they will gain reputation according to the level of meeting expectations. (Pira and Sohodol, 2004, 139). Corporate reputation represents an organizations changing and dynamic aspects. Corporate reputation is a separate phenomenon from the organization that can be observed. According to Fombrun, reputation not only covers past actions but also future actions and it is a concept that is based on perception (Okay and Okay, 2005, 350).

Corporate reputation management can be defined as the process of managing and channelling the thoughts, knowledge and feelings of internal and external shareholders. In addition to this, it can be viewed as a management strategy that facilitates the overlap of internal and external shareholders' goals with the help of an efficient communication strategy (Karaköse, 2007, 7).

Charles J. Fombrun, who is one of the most important international names working on the corporate reputation management, conducted a study in 1998 with the Reputation Institute, Harris Interactive and Shandwick International to identify the factors affecting corporate reputation and the perceptions of the audience. In that study, people were asked to name organizations that they respect and don't respect, and explain the reasons behind their thinking. The result was six components that is listed below and a total of 20 with sub components[2]. The result was Reputation Quotient (RQ), which helps to measure corporate reputation concretely. RQ ranks an organizations corporate reputation among its competitors. It also identifies the areas which undermine the position of the organization and explains the general ideas of social shareholders (publics, customers, employees, investors, media etc) (Cited from Fombrun by Gökdağlı, 2010, 27-28).

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[2] These components were explained in appendix in a detailed way.

The components that affect corporate reputation according to the model developed by Fombrun and Harris Interactive are listed below (Fombrun and Foss, 2001, http://www. reputationinstitute.com/frames/press/01_15_14_GUAGE.pdf) :

1- Emotional Connection: How much is the company liked and appreciated by its social shareholders?

2- Goods and services: It consists of the quality of goods and services, the fact that whether it is innovative or not, its value and reliability.

3- Financial performance: It consists of the expectations of the company, its risk and profitability perceptions.

4- Vision and leadership: How much clear is the vision of the company and how strong is its leadership?

5- Work atmosphere: The perceptions regarding the fact that whether the company is a good place to work or not, how the employees are managed and how the education activities towards its employees are.

6- Social Responsibility: It is related to the fact that the company has a positive image perception in its relations with communities, employees and the environment.

In this study we examine brands Facebook accounts according to the six components listed above in addition to corporate visual identity.

3. Social Media and Facebook

Thanks to the fast development of technology and communication tools, social media became a popular online tool in the whole World. As the technology develops, internet and smartphones spread, social media became a competitor to traditional medium like TV, newspapers, magazines, and radio. In addition to facilitating direct relationships with target audiences, helping brands to answer consumers needs and wants, social media also attracts the attention of brands with its ability to persuade by being interactive, entertaining and educational as well as time and money efficient.

The history of social media starts in 1979 with Tom Truscott and Jim Ellis creating Usenet which allows people to send and recieve messages thoughout the world. Social media as we know it today can be traced back to "Open Diary" which aimed to gather together the internet users who created online diaries, created by Bruce and Susan 20 years ago. The concept of blog emerged with this (Kaplan and Heanlien, 2010, 60).

There is no definition of social media that is widely agreed upon. Some studies use social media and Web 2.0 interchangeably (Cited from Fox, 2009 and Borges by Akar, 2011, 21). Web 2.0 can be defined as the software that allows social interaction, social media tools, social networks and the internet environment that allows content to be shared and spread (Odabaşı and Odabaşı, 2010: 24). With the help of Web2.0 technology, users can not only consume the content, but also comment on the content and share the content they created (Kuyucu, 2013, 120). In other words, social media is an environment in which readers content can become publishers content; and information sharing is top level (Evans, 2008, 33). In sum, social media is a medium where conent is produced and spread by its users, and the content producer is interacting with the community that she or he is a part of (Özkaşıkçı, 2012, 37).

There are various social media tools for different purposes. Some of these are popular world-wide, while some only have local popularity. Facebook, Twitter, Youtube, Myspace and Wikipedia are among the most popular social media sites. According to Evans (2008, 163-164) social media tools can be grouped as:

1. Group: Social platforms: Wikipedia, social networks, social networks with a white tag

2. Group: Social contents: Blogs, Mikroblogs, photo share, podcasts, video share

3. Group: Social interactions: Events, SMS and text messages, e-mail and location updates.

We can also categorize social media tools in this way (http://webtrends.about.com/od/web20/a/social-media.htm):

Social news websites: Digg, Propeller, Reddit

Social tagging websites: Del.icio.us, StumbleUpon, Diigo, Pinterest

Social share websites: YouTube, Vimeo, Flicr,

Social network websites; Facebook, MySpace, Twitter, LinkedIn, Google+ which are also called as microblogging

Social reply websites; Wikipedia, Wikia, Yahoo Answers,

Apart from these, there are also Instagram which is a very popular website for sharing photos and Foursquare which is used to pin locations.

Social media has some characteristic features. These are (Myfield, 2007: 5, http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_Social_Media_iCrossing_ebook.pdf);

Participation: Everyone who is interested in social media can create content and share anything.

Openness: Social media tools are open to participation and feedback. They encourage the users to share information and comment.

Communication: Social media offers two way communication atmospheres like traditional media not one way.

Community: Social media allows similar groups to come together and communicate each other.

Connection: Social media improves connection between people and resources by connecting a lot of network.

When social networks in Web 2.0 age spreading rapidly are analysed in terms of how trends, ideas and information spread via social communities, it has been understood that they can contribute considerably to communication works of the companies.

Brands are pushed to use social media by the fact that it becomes a bigger and bigger part of the lives of consumers and it can reach consumers of every age group and it is becoming more effective. Brands can reach their target audience faster and easier. Brands are utilizing many advantages of social media.

These advantages that can be utilized by brands can be listed as follows: (Tuten, 2008, 25-26):

- Creating brand awareness,
- Researching consumer behaviour,
- Developing ideas for new marketing strategies,
- Driving web traffic to corporate web sites,
- Sending and spreading the message of the brand,
- Creating brand awareness,
- Increasing the reputation and image of the brand,
- Achieving marketing targets effectively,
- Increasing the sales of the product,

- Creating a brand experience among consumers.

Harvard University student Mark Zuckerberg created Facebook in 2004 with the help of Andrew McCollum and Eduardo Saverin. Facebook is the most preferred social network among social media tools. It has more users than any other social network and it is used throughout the world (Toprak etc., 2009, 37). Facebook is not only aimed towards end users but also provides useful tools to organizations, such as groups and pages, advertising, improving customer relationships, announcing campaigns. Facebook pages are especially effective in communicating with the customers directly (Ekraksasilchai, 2011, 5).

Facebook's monthly active users are 1.23 billion. This number is 945 milllion for mobile users and 757 million for daily active users. 61% of the users login to the site everyday again. 77% of the users login using mobile devices. In Turkey, Facebook has monthly active users of 33 million in December 2013. Daily active users are 21 million. Mobile monthly active users are 23 million while mobile daily active users are 12 million. 94% of the online population of Turkey are using Facebook. 58% of the online population logs in Facebook everyday (http://www.campaigntr.com/2014/02/20/68209/facebook-turkiye-rakamlarini-acikladi/). It can be said that the reason behind Facebook reaching people in the whole world is its interactivity and the variety of this interactivity (Göker, etc., 2010: 188).

According to the research titled as "Gençlik ve Sosyal Medya Araştırması" by Ministry of Youth and Sports in 2013, 96% of youth aged between 15 and 29 are using social media. The research is representative of Turkey, and conducted in 26 cities with 2057 respondents. 62% is using social media by the computer at their house. Smartphone usage is an emerging trend among youth. Young adult males are using internet widely in internet cafes. 86% of the youth logs in a social media site at least once a day, and 72% does it several times a day. Another attention grabbing result of the survey is that Facebook is the most used social media tools among 15 to 29 year olds. Facebook is part of every ones lives. Facebook is followed by YouTube and Instagram (%57). Twitter is also popular. 45% of the participants are Twitter users (http://genclikarastirmalari.gsb.gov.tr/dergi/sosyal_medya_raporu/)

4. Using Social Media as a Tool for Corporate Reputation Management

Organizations need social media to put forward their reputation, manage risks, reach broad audiences. It is needed to collaborate with different shareholders to be able to manage reputation effectively in this new medium (Jones, etc., 2009, 929). Because of this, nowadays a lot of organizations use social media tools to manage customer traffic, gain customer loyalty, improve recall, boost revenues and sales, enhance customer satisfaction, create brand awareness and build corporate reputation (Akyol, etc, 2014: 123).

Social media is preferred to establish a sound communication between corporations and their target audiences because (Yılmaz, 2013, 141):

- Helping individuals and groups with common interest and aims come together easily (information, skill, etc.);

- Creating a common understanding (common language – common culture and values);

- Creating mutual reliability (introducing competence and the value of the other).

When we take the perspective of corporate reputation management, it is making positive content about the organization to be posted to social media sites and making positive results appear at the top positions in both in-site and organic searches. The goal is to make positive content created by users or the organization to appear at the top positions and make sure that the user who is conducting the search has positive attitudes toward the organization (Kalafatoğlu, 2010, 85).

Social media tools can help to spread information about products, services and the activities of the organization. It has positive qualities for public relations. But these tools can also spread

rumors and news that can damage corporate reputation. It can be said that organizations must be cautious to social media tools (Çakır, 2011, 181).

The comments made on social media can go way beyond the geographic limitations and reach consumers from any corner of the world. These comments can either enhance or damage reputation. Even former employees or competitors can post comments with the aim of damaging an organizations reputation. Organizations must protect their reputation, and to do so, they should not take such comments lightly. Positive reputation can add value to brand image and boost sales. The other side of the coin is that negative reputation has the potential to lower consumer trust and sales (Güzel, 2014: 8).

According to the research conducted by Reputation Management Institute and ERA Research & Consultancy with the help of Bersay Communications Institute, titled "Corporate Reputation Research in Business 2013", 52,8% of the 72 professionals working in sectors such as energy, finance, IT and food; social networks and digital media will be the most reputable medium in the next 2 years (http://www.iye.org.tr/wp-content/uploads/2013/02/Isletmelerde_ Kurumsal_Itibar Arastirmasi_Raporu_2013.pdf)

Companies and brands are creating Facebook accounts to share information about themselves, their activities and campaigns. According to a research conducted in 2009 in USA, 72% of women are learning about a new product or brand from social media. 50% are buying such products, and 67% are commenting about them in social media (http://www.emarketer. com/Article/Women-Warm-Up-Brands-on-Social-Sites/1007448).

Some companies consider the existence of their employees of social networks similar to Facebook as a risk factor. There are two reasons for this. Employees are representatives of an organization even after the work hours, and the posts that made by them can damage corporate reputation, and they even can share secret company information (Cited from Watts by Çakır, 2011, 191). In addition to this, it can be said that positive posts about the company made by these employees can be important for corporate reputation.

According to the research conducted by Deloitte Consulting in USA, most of the employers and top management executives consider employees activities in the social media sites are "damaging to the corporate reputation". The research, which was conduct with the participation of 2000 employees and 500 top level managers, titled "Social networks and the risk of corporate reputation", 74% of the employees stated that sites like Facebook, Twitter and Youtube is damaging for reputation. In addition to this, 53% stated that it is not their employers business to deal with virtual community sites. (http://www.ntvmsnbc.com/id/24997223/).

Organizations can search social networks including Facebook with the queries of corporate brands, company names and even the names of executives to be able to monitor reputation. If the organizations name appears in a social media tool, it becomes an obligation for the organization to exist officially in that site. Organizations must be on social networks in accordance with their marketing policies and corporate identity to prevent others with possible bad intentions to register the brands' name (Onat and Alikılıç, 2008, 1132).

5. Method

The aim of this study is to analyze five brands' (Türk Telekom, Akbank, Türk Hava Yolları, Türkiye İş Bankası ve Arçelik) Facebook accounts to determine what types of content they share and the what are their goals in the context of corporate reputation management. These five brands are selected according to aimed sampling among Brand Finance's most valuable Turkish brands (2014). We analyzed the posts made by these brands in 1-30 September 2014. Content analysis is "a research technique which helps communication content to be realized in a systematic way according to pre-determined categories" (Geray, 2006, 147). A useful technique used when it is efficient, content analysis is developing more and more and it is adaptable according to topics by using objective and systematic methods in determining the contents of the messages. (Cited

from Bardin, by Bilgin, 2006, 2). In this context, we decided that it is appropriate to use content analysis technique in analyzing brands' Facebook posts. Research limitation is the timeframe that these brands' posts are analyzed to 1-30 Eylül 2014.

Based in London, Brand Finance is the leader in brand evaluations. It is active in a big geography with branches in Turkey, United States of America (Chicago, New York), Germany, Australia, Brazil, Dubai, France, South Afrika, South Kore, Croatia, India, the Netherlands, Hong Kong, Spain, Switzerland, Canada, Portugal, Russia, Singapore, Sri Lanka. Brand Finance Works in evaluation, analysis, strategy building and topics related to brands (licence) (http://www.brandfinance.com/images/upload/turkey_100_2014.pdf).

We took the observation form used by Gül Gökdağlı in 2010 in her masters thesis titled "Assessment of Websites of Companies As a Tool of Corporate Reputation Management" In this thesis, Fombrun's (2001) multi dimensional Corporate Reputation measurement model and Corporate Visual Identity was examined[3] (Gökdağlı, 2010, 134). When analysing web sites, Gökdağlı created an observation form consisting of 26 items (Gökdağlı, 2010:305-306). 24 of these items are used in this research, which can be found in appendix 1. These items are represented with numbers in the tables below. Below the tables, explanations can be found which are taken from the 2010 masters thesis of Gökdağlı (305-306). Facebook accounts are examined to see if these items exists. If an item exists, (1) points, if not, (0) points are given. In this research, we examined only brand profiles and posts. We didn't take into account their replies to followers, or their followers posts.

5.1. Findings and Comments

Number of users liking brands Facebook pages as of 29.10.2014 are as follows;

Türk Telekom: 211.267

Akbank: 1.491.080

Türk Hava Yolları: 5.156.256

Türkiye İş Bankası: 378.483

Arçelik: 294.122

When looked at these results, it can be seen that Türk Hava Yolları reaches most people in Facebook. Within the time frame of this research, (1-30 Eylül 2014), Türk Hava Yolları has shared more posts than other brands in the list. In this context, it can be said that Türk Hava Yolları uses Facebook effectively to reach its shareholders.

Table 1. Share Percentage Table of Brands on their Facebook Accounts

	Share	
Brands	**Number**	**Percentage**
Türk Telekom	29	19,1
Akbank	35	23,1
Türk Hava Yolları	37	24,3
Türkiye İş Bankası	21	13,8
Arçelik	30	19,7
Total	**152**	**100**

According to Table 1, within the timeframe of this research, Türk Hava Yolları posted 37 times, while Akbank posted 35, Arçelik posted 30, Türk Telekom posted 29 and Türkiye İş Bankası posted 21 times on their Facebook accounts. Another interesting result is that, Türkiye

[3] Gökdagli explains Corporate Visual Identity factor with 5 items which was put forward in her research called ''Melewar, T.C. ve Saunders, J.'nin1998, Global Corporate Visual Identity Systems, International Marketing Review, 15, No. 4, 291-308''.

İş Bankası's posts are smaller in quantity and posts contents are either about their products or announcement for recruitment.

Table 2. Corporate Reputation Items Table Regarding Goods and Services

Brands	1		2		3		4		Total
	Available	Not available	Available	Not available	Available	Not available	Available	Not available	
Türk Telekom	1		8			0	13		22
Akbank	1		7			0	13		21
Türk Hava Yolları	2		7			0	10		19
Türkiye İş Bankası		0	1			0	12		13
Arçelik		0	1		1		24		26

Corporate reputation item regarding goods and services includes sub items below.

1- Are quality certificate, awards and reference list offered?

2- Is effective use of new technology offered to goods and services? Are there examples showing that it is the first in the market and that it adapts to change rapidly?

3- Is information about guarantee and returning conditions available?

4- What is the cost of the product? What is its ability to offer value? What is its ability to satisfy the need?

It can be seen from Table 2 that Arçelik shared information containing "Products cost, its ability to offer value and satisfy needs" more than other brands (13). Türk Telekom, on the other hand, shared more information about "Use of new technology effectively and ability to adapty technological changes quickly" than other brands (8). In addition, Arçelik's posts about products and services which affects corporate reputation are more than other brands (26). Arçelik is also the sole brand in our list which operates in home appliances category, therefore it is the only brand that shares information about "The warranty and return policies of products".

Table 3. Corporate Reputation Items Table Related to Vision and Leadership

Brands	5		6		7		Total
	Available	Not available	Available	Not available	Available	Not available	
Türk Telekom	1		1		5		7
Akbank		0	1		1		2
Türk Hava Yolları		0		0		0	0
Türkiye İş Bankası		0		0		0	0
Arçelik					1		1

Corporate reputation item related to vision and leadership includes the sub items below:

5- Is vision stated?

6- Is information about managers offered? Is there any photos of speech texts of the managers?

7- Are opportunist goods and services which are promising offered?

When Table 3 is examined, it can be observed that brands do not share much about vision and leadership. Türk Telekom ve Akbank shared information, photo or speech (1) times about executives. Türk Hava Yolları, Türkiye İş Bankası and Arçelik never shared such content. Türk Telekom is also the only brand sharing its vision in posts. It also shared more (7) about "Offering products and services that has benefits and has a promising future.

Table 4. Corporate Reputation Items Table Related to Work Atmosphere

Brands	8		9		10		Total
	Available	Not available	Available	Not available	Available	Not available	
Türk Telekom		0		0		0	0
Akbank	1			0	1		2
Türk Hava Yolları	1			0	1		2
Türkiye İş Bankası		0		0	2		2
Arçelik		0		0		0	0

Corporate reputation item related to work atmosphere includes the sub items below:

8- Is it stated that firm is a good place to work, that it offers equal opportunities and that it awards its employees in a fair way?

9- Is information about training programs or various social activities for employees provided?

10- Is it stated that the company has competent employees?

As it can be observed from Table 4, posts about working conditions is not shared a lot in brands Facebook pages. Arçelik shares no information about working conditions, while Akbank (1) and Türk Hava Yolları (1) shared that "the company is a good place to work". In addition, Akbank (1), Türk Hava Yolları (1) and Türkiye İş Bankası (2) shared that "the company has quality employees".

Table 5. Corporate Reputation Items Table Related to Financial Performance

Brands	11		12		13		14		Total
	Available	Not available	Available	Not available	Available	Not available	Available	Not available	
Türk Telekom		0		0		0		0	0
Akbank		0		0		0		0	0
Türk Hava Yolları		0		0		0		0	0
Türkiye İş Bankası		0		0		0		0	0
Arçelik		0		0		0		0	0

Corporate reputation item related to financial performance includes sub items below:

11- Are financial tables offered?

12- Is it stated that the company provides low risk investment facility?

13- Is prudential work showing growth potential mentioned?

14- Is data showing that it is more successful than its rivals offered?

When we look at Table 5, in the timeframe of this research, none of the brands shared information about financial performance in Facebook. It can be said that this is normal, because such information is generally shared on company web sites.

Table 6. Corporate Reputation Items Table Related to Social Responsibility

Brands	15		16		17		Total
	Available	Not available	Available	Not available	Available	Not available	
Türk Telekom	5			0		0	5
Akbank	15			0		0	15
Türk Hava Yolları	4			0		0	4
Türkiye İş Bankası		0		0		0	0
Arçelik	4			0		0	4

Corporate reputation item related to social responsibility is composed of the items below:

15- Are information, photos or/ and documents showing that the company is sensitive towards the society, that the company has carried out social responsibility projects and sponsorship provided?

16- Are information, photos or/ and documents showing that the company is sensitive toward the environment pollution and that the company takes precautions against environmental pollution provided?

17- Are information, photos or/ and documents showing that the company behaves towards its employees and the society well and ethically provided ?

When Table 6 is inspected, it can be seen that social responsibility posts about sponsorship is more in quantity. Akbank posts more about sponsorships in Facebook in relation to other brands (15 times). It is followed by Türk Telekom (5), Türk Hava Yolları and Arçelik (4). Türkiye İş Bankası never posted about sponsorships in the research timeframe.

Table 7. Corporate Reputation Items Table Related to Emotional Connection

Brands	18		19		20		Total
	Available	Not available	Available	Not available	Available	Not available	
Türk Telekom		0		0	1		1
Akbank		0		0	1		1
Türk Hava Yolları		0		0	1		1
Türkiye İş Bankası		0		0	1		1
Arçelik		0		0	1		1

18- Is any information about mission / the history of the company/ company culture having love content provided?

19- Is any information and clues showing that the management is clear and transparent, that it is fair and ethical while doing its work provided?

20- Is any information about any mission / the history of the company / company culture having respect content provided?

According to Table 7, it can be observed that brands' Facebook pages contain information about "Any mission statement/company history/company culture statement that has the element of respect". These information are available to read in the profile pages. There are no posts containing these informations, so we added only 1 points.

Table 8. Corporate Reputation Items Related to Corporate Visual Identity

Brands	21		22		23		24		Total
	Available	Not available	Available	Not available	Available	Not available	Available	Not available	
Türk Telekom	1		1		1		1		4
Akbank	1		1		1		1		4
Türk Hava Yolları	1		1		1		1		4
Türkiye İş Bankası	1		1		1		1		4
Arçelik	1		1		1		1		4

Corporate visual identity element of corporate reputation consists of these sub elements;

21- Is there the name of the company?

22- Is there a slogan?

23- Is there a logotype/symbol?

24- Is corporate colour used?

When Table 8 is examined, it can be seen that, Türk Telekom, Akbank, Türk Hava Yolları, Türkiye İş Bankası ve Arçelik's Facebook accounts contains all the elements of corporate visual identity listed above. Brands Facebook profiles feature company name, corporate color, logotype/ symbol, and also the brand slogan in posts that are shared. In this study we only examined if the profile contains corporate visual identity elements and if the slogan is shared. So we added 1 points if they exists.

6. Conclusion

It can be seen that in the timeframe of this study, some of the components of corporate reputation are missing from the posts shared. However, corporate reputation is a concept that requires continuity. In this context, the principle of continuity must be kept in mind. The scores of brands Facebook page posts are as follows: (45), Türk Telekom (39), Arçelik (36), Türk Hava Yolları (30) and Türkiye İş Bankası (20). According to these results, it can be said that Akbank in general shares more about elements that are related to corporate reputation than other brands. However we must also state that Akbank is sponsoring many social responsibility projects, arts and sports; and that are including information about these in their Facebook posts. It is also an interesting result of this study that brands never shared anything in their Facebook pages about financial performance. The reason fort his is that they are sharing such information on their company web sites. When we examined the results about emotional connection and

corporate reputation, it can be seen that brands are only sharing their mission, company history, or company information. Posts shared by brands contain components of corporate visual identity such as company names, slogans, logotype/symbol and corporate colors. In the evaluations of corporate reputation, visual identity is an important factor at it can be seen that brands are taking this seriously. Türkiye İş Bankası shared posted recruitment announcements in which it states that it has skilled employees. Arçelik ve Türk Telekom never shared any information about working conditions. Akbank ve Türk Hava Yolları shared (1) times that its employees are skilful. Under the vision and leadership topic, Türk Telekom shares information about "Offering products and services that has benefits and has a promising future". Since Türk Telekom operates in communication and information technologies sector, it is normal to see such posts often. In addition to this, Türk Telekom and Akbank shares information and photos about their executives, while other brands do not. Brands often shared information about the product price, added value, ability to satisfy needs. Most posts are made by Arçelik (26) while least are made by Türkiye İş Bankası (13). Arçelik operates in home appliances category, so it can be considered normal for them to share more about the product price, added value, ability to satisfy needs.

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Appendix 1: Observation Form (Gökdağlı, 2010:305-306)

In the Facebook accounts analyzed;

1- Are quality certificate, awards and reference list offered?

2- Is effective use of new technology offered to goods and services? Are there examples showing that it is the first in the market and that it adapts to change rapidly?

3- Is information about guarantee and returning conditions available?

4- What is the cost of the product? What is its ability to offer value? What is its ability to satisfy the need?

5- Is vision stated?

6- Is information about managers offered? Is there any photos of speech texts of the managers?

7- Are opportunist goods and services which are promising offered?

8- Is it stated that firm is a good place to work, that it offers equal opportunities and that it awards its employees in a fair way?

9- Is information about training programs or various social activities for employees provided?

10- Is it stated that the company has competent employees?

11- Are financial tables offered?

12- Is it stated that the company provides low risk investment facility?

13- Is prudential work showing growth potential mentioned?

14- Is data showing that it is more successful than its rivals offered?

15- Are information, photos or/ and documents showing that the company is sensitive towards the society, that the company has carried out social responsibility projects and sponsorship provided?

16- Are information, photos or/ and documents showing that the company is sensitive toward the environment pollution and that the company takes precautions against environmental pollution provided?

17- Are information, photos or/ and documents showing that the company behaves towards its employees and the society well and ethically provided ?

18- Is any information about mission / the history of the company/ company culture having love content provided?

19- Is any information and clues showing that the management is clear and transparent, that it is fair and ethical while doing its work provided?

20- Is any information about any mission / the history of the company / company culture having respect content provided?

21- Is there the name of the company?

22- Is there a slogan?

23- Is there a logotype/symbol?

24- Is corporate colour used?