

Conference Proceedings, IRC- 2014



International Research Conference on Business, Economics and Social Sciences, IRC-2014
September 21-22, 2014.
Istanbul, Turkey.

Book of Proceedings

International Research Conference on Business, Economics and Social Sciences, IRC-2014
September 21-22, 2014.
Istanbul, Turkey.

All right reserved

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without either the prior written permission of the publisher. Applications for the copyright holder's written permission to produce any part of this publication should be addressed to the publisher

Proceedings of International Research Conference on Business, Economics and Social Sciences.
September 21-22, 2014.
Istanbul, Turkey.

Disclaimer

Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, loss, or financial consequences arising from the use of the book.

Printed and bound by:

International Research Conference on Business, Economics and Social Sciences,
IRC-2014.

<http://www.irrconferences.com>

Welcome Address

It is a great honour and pleasure to welcome you to the international research conference on Business, Economics and Social Sciences, IRC-2014. This conference is a great opportunity for researchers, academicians and corporate experts to come and share their valuable experience and new development in different areas of Business, Economics and Social Sciences. The conference will provide an avenue for discussion and exchange of views on issues and challenges in business, economic and social science's global readiness. The idea is to facilitate discussion on business strategies that will expedite global growth and economic recovery.

Moreover, As a matter of our institutional policy, we expect to bring together an outstanding and diverse group of researchers, academicians, practitioners and thought leaders at the forefront of this event. The IRC-2014 will make every attempt to include younger scientists and students along-with expert academician and practitioners to bridge the gap of research and practice.

We would like to thank everyone who helped us to organize IRC-2014. A very special thanks to our honorable scientific and review committee for spending much of their time in reviewing the papers of this event and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy institutions who volunteered their time and support to make this event a success. A very special thanks to the great scholars for being here with us as key note speakers, their valuable thoughts will surely open the horizon of new research and practice for the conference participants throughout the world.

Wish you a very successful conference and a pleasant stay in Istanbul.

Muhammad Umer Azeem, Conference Convener.
Johannes Kepler University, Austria.



Available online at <http://www.ircconferences.com/>
2011 (c)published by:
International Organization for Research and Development – IORD

**IRC-2014,
Istanbul-Turkey.**

USAGE OF SOCIAL MEDIA NETWORKS IN RADIO: FACEBOOK AND POWERTURK CASE

Assist.Prof. MihalisKuyucu , İstanbul Aydın University
michael@michaelshow.net , michaelkuyucu@gmail.com

Abstract:

Usage of social media increased every day. These networks are especially used by young population. Radio which use music as content give a private importance to reach to their target audience via social media. This study aims to underline the effectiveness of the most preferred social media network Facebook in radio. The paper underlines how Facebook changed the radio listener and what's the strategic importance of Facebook for Radio Company's marketing. Radio now has a cheaper marketing tool with Facebook. It use Facebook for marketing and introducing its content and other facilities. In that case the study tries to illustrate the usage of Facebook in the sample of most popular radio station Powertürk Fm. The Facebook page of this radio is analyzed for three months and there has been a determination of how Facebook used in radio from the side of PowertürkFm case. The study analyze how radio companies use Facebook and express the levels of this usage. In the conclusion the paper underlines that Facebook is very important for radio's marketing in two different areas: In the promotion and marketing of content and in the communication of radio and with its listeners.

KeyWords:Radio, Facebook , Social Media, PowertürkFm,

Introduction

It was in the beginning of the second half of the 20th century that the concept "social network" was used for the first time. Barnes defined the term "social network" as "the map of the relationships and flows between individuals which range from the coincidental encounters to family ties" in 1954. Simmel claimed that "individuals interacting within a network form a system based on relationships, therefore in this new group the individual can express himself more openly" in 1964 (Onat and Alikılıç, 2008:1123). Communication science explained the concept of 'social network' with the technological determinism, which was pioneered by McLuhan and Innis. McLuhan argued that, in every culture and age, the medium, through which knowledge is recorded and transmitted, plays an important and definite role in determining

the characteristics of that culture and said that “Medium is the Message”. (Tekinalp and Uzun, 2009). Likewise, Castells claimed that it is the most appropriate organizational form for a network-based, global and knowledge-based economy. Noting that, the Internet offers opportunities for individuals to find new jobs, to express themselves, to collaborate and socialize and to spread their feelings and thoughts worldwide, Castells used and reinforced McLuhan’s slogan “The Medium is the Message” and argued that “Network is the Message” (Castells, 2003, 56).

Internet has developed at dizzying speed after the 1990s. After 2005, the emergence of web 2.0, which allows users to communicate through social networks, to share videos and photos, to watch videos, to set up a personal profile and list their social circles on this network, in short, which allows users to participate in the generation of the content, added a new dimension to communication.

The developments in communication technologies and the proliferation of social media caused radical changes in the traditional media. It led to a transition from a one-sided, monopolistic form of communication to a multidirectional and democratic form of communication. With the development and spreading of social media networks, this new communication form, in which participation is in the forefront, forced the traditional media to go through a structural change.

Social media is the online communication channels that allow users to communicate and connect with each other, to set up a personal network as well as sharing personal content. Members of these sites create their personal profiles and present them to other users. This activity leads to a social interaction on the online platform and creates a new basis for the community (Enders et al, 2008:203).

Social Networking Sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, make a shared link to be seen by other users, show the likes, activities and shares of people in online communities, allow these people to share messages, videos, files and to make voice chat (Boyd and Ellison, 2007). Social media could be defined by using three basic concepts. These three key concepts identify the structure and basic characteristics of social media(Solmaz and Görkemli, 2012:11):

Content: Photographs, videos, status updates, tags, links

Communities: Allows people to create networks, collaborate and communicate

Web 2.0: Involves easy-to-use technologies and applications that make it easier for an average person to share content. In the beginning, it was thought that people would access to social media websites in their free times, easily and without paying any fees. However, as the popularity of these sites was increased, companies and institutions began to use social media in accordance with their best interests.

Facebook and Turkey

Facebook is one of the fastest rising social network sites of the world. Users can express and entertain themselves, get rid of stress and come together toward mutual goals or opinions. Facebook is mostly preferred by young Internet users. Most of the members signed up for the site with the purpose of finding their friends (Kobak and Biçer, 2008:570).

Facebook was founded by Mark Zuckerberg and his friends on February 2004. The initial reason for creating Facebook was that Harvard University did not have a student directory with photos and short information at the time. During its first hours online, 450 people signed up for Facebook and 22.000 photos were uploaded. Harvard Students knew the social network as ‘thefacebook’ in those days. In 2005, it was named as ‘Facebook’ and at the end of the same year, other universities from the United States, England, Canada, Mexico, Australia, New Zealand and Ireland joined the network. In 2006, membership through invitation from a Facebook member was enabled and the social network was opened to everyone who was at least 13 years old and had a valid e-mail address. In 2007, Facebook became the sixth most visited website in the U.S. with its more than 50 million active users (Durmuş et al, 2010:53-54).

In Turkey, the number of Facebook users was 3,464,640 in 2008. This number increased to 32,5 million users in 2014.

Table 1. Number of Facebook Users in Turkey (2008 - 2014)

Year	Number of Facebook Users
2008	3.464.640
2009	12.382.320
2010	22.252.540
2011	29.459.200
2012	31.973.400
2013	32.131.260
2014 - January	32.354.900

Source: (Thecountriesof, 2012; Quintly, 2012 ;Nickburcher, 2011; PPC, 2014).

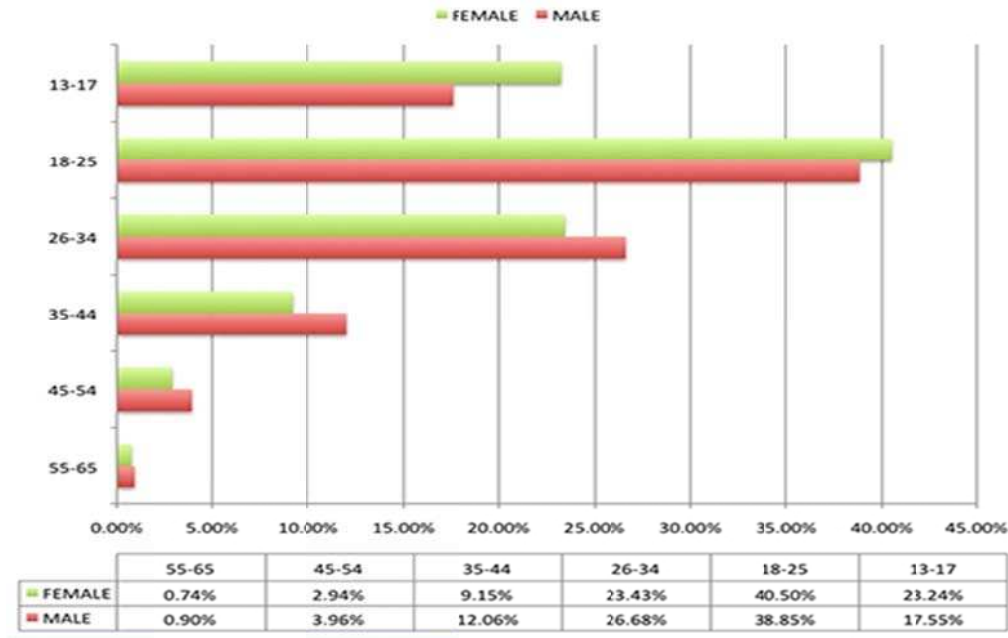


Figure 1. Demographics of Facebook Users in Turkey (2010) (Insidefacebook, 2010).

In 2012, it was announced that 34% of Facebook users in Turkey were between the ages of 18-24 and 28% of them were between the ages of 25-34. In other words, 62% of Facebook users in Turkey were between the ages of 18-34 (Sabah, 2012).

In 2013, 15% of Facebook users in Turkey were between the ages of 13-17, whereas 35% of them were between the ages of 18-24, 29% of them were between the ages of 25-34. It was calculated that 79% of Turkish Facebook users were between the ages of 13-34 (Socialbakers, 2013). In the beginning of 2014, Diego Oliva, Regional Director at Facebook for Southern, Central and Eastern Europe, Middle East and Africa and FıratDirik, Head of Global Marketing Solutions for Turkey at Facebook, stated that Turkey has been the country with the most active and mobile users in the region and added “94% of online population use Facebook in Turkey”. According to the statement made by Facebook, the number of daily active users on mobile increased from 9.5 million to 12 million from June 2013 until December 2013. There has been an increase of 26% and in 2013, 94% of the online population in Turkey used Facebook. Again, in the same year, Facebook reached 58% of Turkey’s online population (Kaytmaz, 2014:23).

Advantages of Using Facebook for Radio

As a business organization, radio stations have to carry on some promotional activities in order to reach to their consumers. Radio stations engage in different promotional activities to reach their audience, attract and inform them about their content, including programs, programmers and advertising. In addition to on-air marketing, they also launch off-air marketing campaigns and use other media. Until the emergence of the social media, radio had to use traditional media for marketing. Radio stations had to advertise on expensive media such as newspapers, magazines, television and outdoors and promote themselves through these media. The emergence and the proliferation of the social media made it possible for radio

stations to do marketing for less money. Radio channels began to advertise their programs, programmers, songs that are played and many other content to their target audience by using social media networks.

Facebook, the most used social network of the world, provided many opportunities for radio stations to promote their content. The personal connection established between the radio station and the audience when the radio station is followed via the Facebook profile is another aspect that should be considered as important. The listeners can express their likes and criticisms more comfortably on their computers through Facebook and other social network sites (Tufan, 2013:140). In this way, it becomes possible for the radio station to receive feedback both on its content and corporate structure. Before the emergence of the social media networks, radio programmers used to get feedback from their audience through traditional methods like letters and telephone calls. Musical request calls or letters sent to the radio station are among the earliest examples of user generated content (Schweiger and Quiring, 2006:2). Giving feedback via letters was taking a long time and delaying the communication between the audience and the radio station. The audience was limited with the restrictions of the telephone lines and time when they wanted to give feedback via telephone. For instance, there was not a person available to answer the call for 24 hours or there were times that the telephone-line of the caller was not available. However, the audience do not have deal with the time loss or other restrictions when using Facebook and other social networks to give feedback. They can send whatever messages they like to the radio station instantly and can have an unlimited communication with the radio station for 24 hours. The radio station – audience relationship, which was established through communication tools such as letter, telephone and fax until the 2000s, it began to be established via e-mail and the social media networks after 2000s.

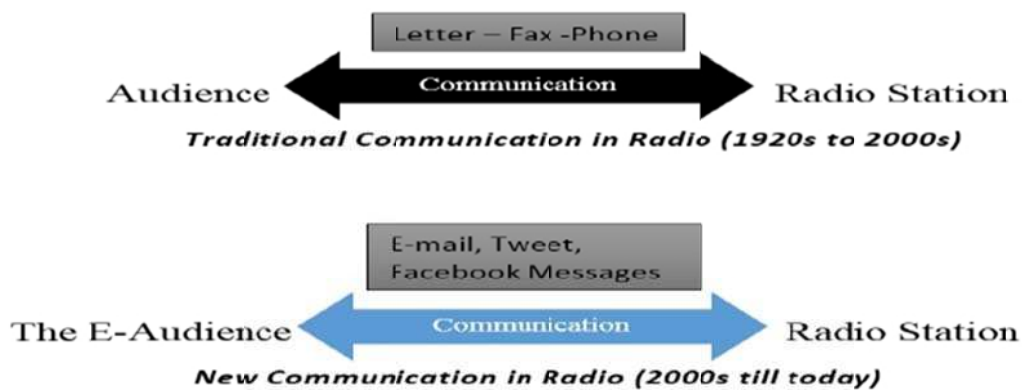


Figure 2. Radio and Communication with Listener (Kuyucu, 2014:129).

Today, almost 100% of the communication between the radio station and the audience takes place through social media networks. Facebook, along with Twitter, is among the networks that are used most in this form of communication. Facebook allows the radio audience to become more active. Since Facebook is a medium used particularly by young people, promoting and marketing through this network ensures that the radio station reaches to the young audience. Therefore, especially after 2010, almost every radio station opened a Facebook account in order to communicate with their audience.

Radio stations operating in Turkey use Facebook in promoting their content. They share information about the programs and programmers as well as sharing songs and videos on their Facebook profiles. The activities of radio stations on Facebook are as shown on Table 2 (Kuyucu, 2013).

Table 2. Facebook Activities of Radio Stations

Program Information
Programmer / DJ Information
Song Share
Video Clip Share
Distribution of Gifts
Poem and Apothegm Share
Event – Concert Information Share
Photograph Share

Radio stations can present information about their content by promoting their current or future shows on their Facebook profiles as well as announcing the events and concerts sponsored by them. In other words, radio stations can advertise free of charge on their Facebook pages. They also organize promotions and prize competitions and set up links that direct users from their Facebook profiles to the radio station’s website. In this way, traffic is created between Facebook – Radio Station’s Website.

In 2014, with 2 million 056 thousand 835 people, Kral FM was the radio station with the highest number of fans. Powertürk FM ranked as the second with 1 million 482 thousand 516 fans.

Table 3. Radio Stations in Turkey and Number of Fans on their Facebook Pages (Top 10) (BoomSocial, 2014)

Radio Station	Number of Fans	Number of People Talking About
KralFm	2.056.835	71.933
Powertürk	1.482.966	17.177
Number One Fm	1.248.568	13.054
RadyoFenomen	452.234	2.359
Kral Pop	419.284	7.559
RadyoMydonose	341.179	967
Power Fm	290.952	2.493
Metro Fm	269.772	1.066
LalegülFm	261.621	14.333
Best Fm	206.390	17.394

Method of the Study

This qualitative study was conducted in order to determine the efficiency of using Facebook in the marketing and promotional activities for the radio medium. The universe of the study is the radio stations operating in Turkey. Purposeful sampling was used and the radio station Powertürk was selected as the sample that represents the universe.

Powertürk is a radio station operating under the umbrella of Power Medya Group, which was founded by the CEO of Vakko Holding, Cem Hakko – a Jewish-origin Turkish businessman, in 1992. Powertürk FM which broadcasts on a national scale founded in February 1, 2001. As a CHR (Contemporary Hit Radio) station, it plays Turkish Pop and Rock Music with the slogan “Music First” (ÖnceMüzik). The broadcast mediums of the station are terrestrial, satellite and cable and the official title of the company operating the station is MaksimumRadyo TV ReklamcılıkYayıncılık AŞ (<http://www.powerturk.com/kunye.html>, Access date: 02.08.2014). Along with the radio station, in June 2003, a music TV channel, with the name of Powertürk TV, was established.

For the aim of this study, the activities of Powertürk on its Facebook profile page (<https://www.facebook.com/PowerTurk>) were examined and recorded for a period of three months. Between the dates of May 01 and June 31, 2014 all shares on the timeline were recorded daily and they were reported monthly. The activities on the page were recorded every day at 23:59 and the findings were reported monthly. Considering the fact that social media users are active all the time and the possibility of retrospective interaction, in order to determine the interaction with a minimum deviation, feedbacks that the messages written on Facebook page of the radio station received were updated on the last day of each month at 23:59. Content analysis was conducted on the messages of Powertürk FM on its Facebook Profile page and analyses were made to identify the way that the radio station uses Facebook in its marketing and promotional activities. In addition, the ways that Powertürk FM communicates with its audience via Facebook was examined and the Facebook use of the radio station was assessed. Research questions of the study are:

- 1 – How does reach to Powertürk FM on Facebook vary? What is the change in the number of fans on a daily and monthly basis?
- 2 – What type of messages/news does Powertürk FM share on Facebook?
- 3 – What kind of interactions received for the messages that Powertürk FM posted on Facebook?
- 4 – Considering the example of Powertürk FM, for what purposes do radio stations use Facebook?



Fig 3. Powertürk FM's Facebook Profile Page (01 August 2014)

Findings

The findings are compiled in three different categories. In the first category, there are findings about the reach to the Facebook page of the radio station. The number of fans that like the Facebook page was examined. The content of the messages that the radio station shared on its Facebook page and findings on the use of multimedia in these messages are included in the second category. In the third category, the interactions created by the messages that Powertürk FM shared on Facebook were examined and findings about the messages that received the most interaction were presented.

Reach to the Facebook Page

During the course of the study, an increase was observed on the number of the fans of Powertürk Facebook account. The number of fans on the day that the study started (01st of May 2014) was 1 million 400 thousand 116 whereas on the last day of the study (31st of July 2014) it became 1 million 482 thousand 034. 81918 people liked Powertürk FM Facebook page during the research period. The number of the fans of the page increased by 5.85% in three months.

Table 4. Monthly Increase of Fans on Powertürk FM's Facebook Page

Period	Total Increase of Fans	Daily Average Increase
--------	------------------------	------------------------

May 2014	26.043	840
June 2014	33.143	1.105
July 2014	20.618	665



Fig 4. Daily Increase of Fans on Powertürk FM's Facebook Page (01 May – 31 May 2014)

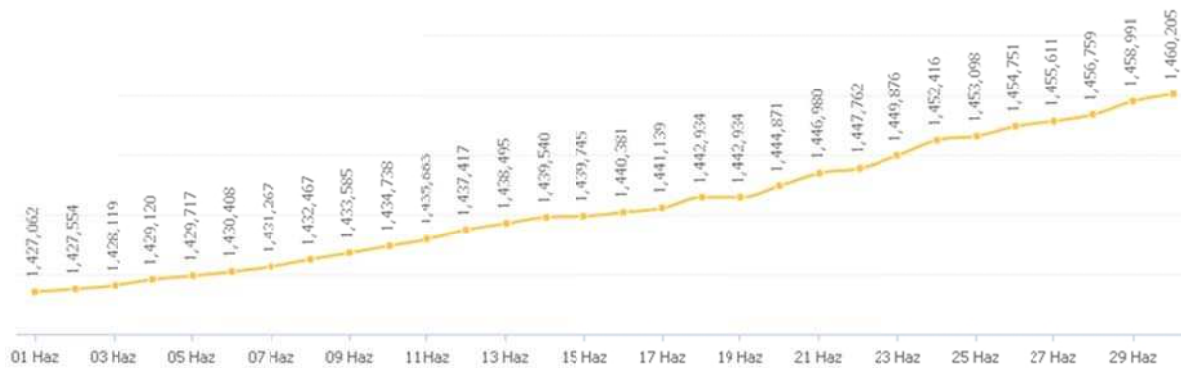


Fig 5. Daily Increase of Fans on Powertürk FM's Facebook Page (01 June – 30 June 2014)

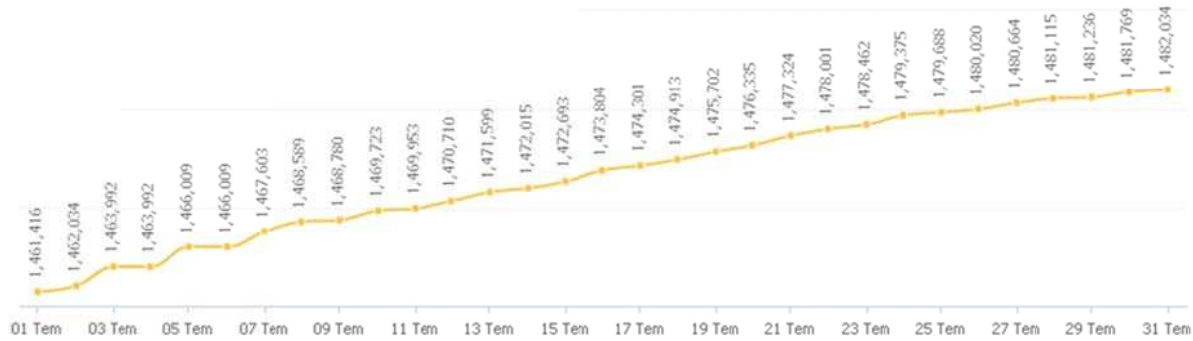


Fig 6. Daily Increase of Fans on Powertürk FM's Facebook Page (01 July – 31 July 2014)

The reach to the radio station's Facebook page increased regularly. The increase was higher in May and June than July. The number of people talking about the Facebook pages is an indication of how much attention the messages shared on that page draw. If the number of people talking about that page is high, this also shows that people who 'liked' that page are active. A regular rise can be observed in the number of people talking about Powertürk FM's Facebook page from May to July. While the number of people talking about the page was 7770 on May 31, 2014, this number increased to 14534 on June 30, 2014 and to 17161 on July 31, 2014. This finding indicates that the ones who 'liked' the radio station's Facebook page interact with the contents of the page. The ones who 'liked' the page gave feedbacks by liking, sharing or commenting on the messages. It is an important point to take into consideration that while the number of people who liked the Facebook page is 1 million 482 thousand and 34 on July 31, 2014 and the number of people talking about the page is only 17,161. This represents 1.15% of the total number of fans. This percentage gives an important clue about the activeness of the ones who liked the page. It should be taken to consider that only 1.15% of more than 1 million of fans of that page is active and if it is enough or not.

Messages Shared on the Facebook Page

Powertürk FM shared 117 messages in May, 129 messages in June and 119 messages in July on its Facebook page. The monthly average of the messages is 121,6. As for the daily average of the messages, it was 3,7 in May, 4,3 in June and 3,8 in July. The radio station shares about 3 to 4 messages per day. The most preferred multimedia content was photographs. During the course of the study, the radio station posted more photos than any other type of messages. Multimedia use of radio station was as shown on Table 5.

Table 5. Message Types posted on Powertürk FM's Facebook Page

Period	Total Number of Messages Posted	Message Type that was posted the most
May	117	Photos - 89
June	129	Photos - 105
July	119	Photos - 111

Period	Photograph	Video	Audio	Link	Text
May	75,2	11,1	0	13,7	0
June	83,7	7,8	0	7,8	0,8
July	96,6	2,5	0	0,8	0

Radio station usually posted messages on Facebook in weekdays. In May, it was on Thursdays that the highest number of messages was posted, in June it was on Mondays and in July it was on Thursdays again. Sunday has been the day that radio station posted the least number of messages. This indicates that the radio station does not use Facebook 7/24 whereas social media users are active on social media almost 24 hours of seven days of the week. Powertürk FM shared messages usually in weekdays, which are the days and hours that radio station's office is open. It was observed that messages were usually posted in the afternoons and in weekdays.

Table 6. Messages Posted on Powertürk FM's Facebook page by the days of the week

Day	May (n)	(%)	June (n)	(%)	July (n)	(%)
Monday	24	20,51	39	30,23	20	16,81
Tuesday	24	20,51	23	17,82	26	21,85
Wednesday	10	8,55	10	7,76	16	13,45
Thursday	21	17,95	25	19,38	32	26,89
Friday	15	12,83	21	16,28	23	19,32
Saturday	18	15,38	1	0,76	1	0,84
Sunday	5	4,27	10	7,76	1	0,84
Total	117	100	129	100	119	100

A content analysis was conducted on the 365 messages that were shared on Powertürk FM's Facebook page within the course of three months and the messages were compiled in twelve categories. Radio station gives brief information about its programs but mostly gives information about the events like the concerts it sponsors. In addition to these informative messages, radio station uses Facebook as a medium for corporate advertising by publishing visuals of billboards used in outdoor advertising campaign. Powertürk FM prefers to give coverage to the celebrities on its Facebook page and shares their photos and videos. Apart from these, information about the gifts given to the audience was posted. The collaboration made with the Lenovo brand is an example for this matter. Powertürk FM gave Lenovo Tablets to the first listeners who called the radio after the passwords were announced. The radio station shared this information on its Facebook page and gave a link to Lenovo Turkey's Facebook page in this message.

Table 7. Message Topics that are posted on Powertürk FM's Facebook Page

Content Type
1. Information about the program content
2. Link to the Website of radio for the interview text
3. Concert / event information and poster

4. Concert /event promotion video
5. Radio Broadcast Stream Information
6. Holiday and special day greetings
7. Music news with information from the singers
8. Visuals of their outdoor advertising
9. Link and Information about the prize competitions
10. Link and Information about the photos uploaded on the Instagram account of the Radio Station
11. PR Work (Photos and information of the concerts sponsored by the radio station)
12. Short interviews with listeners who won prizes (video)

Interaction on the Facebook Page

When the interactions created by the messages that Powertürk FM posted on its Facebook Page analyzed, the type and percentage of the feedbacks given by the followers of the Facebook page are collected as on Table 8.

Table 8. Interaction Types and Percentages of the Messages Posted on Powertürk FM’s Facebook Page

Period	Total Number of Likes	Total Number of Shares	Total Number of Comments
May	15.367	621	465
June	26.837	1674	551
July	46.438	543	708

Most of the followers of the Facebook page gave feedback by clicking the ‘like’ button. The number of followers who shared the messages that were posted by the radio station was higher than the number of followers who made comments to those messages. While the number of the ‘likes’ and the comments that the radio station’s messages received increased each month, the number of times that they were shared decreased. It is an important point to think about if a Facebook page with more than 1400000 fans receives 15000 to 46000 likes for the messages it shared, bringing up the question ‘Shouldn’t a Facebook page with so many followers receive more feedbacks?’

When the five messages that received the most interaction throughout each month were analyzed, it was seen that Facebook followers mainly interacted with the messages which have social content. The greeting message for May 19 The Commemoration of Atatürk, Youth and Sports Day and the message for the Mother’s Day on May 11, 2014 were the two messages that got the most interaction in May.

		Beğeni	Yorum	Paylaşım	Etkileşim Sayısı
	PowerTürk 19.05.2014 04:37 Bugün 19 Mayıs Atatürk'ü Anma, Gençlik ve Spor Bayramı. Ata'mızı saygıyla anıyoruz. »	2.506	12	406	2.924
	PowerTürk 11.05.2014 05:14 En güzel ses onların! Anneler gününüz kutlu olsun... »	1.360	13	42	1.415
	PowerTürk 02.05.2014 11:28 5'te 5'in bu haftaki konuğu: Sıla! Yayın saatleri: Cumartesi 10:00 ve Pazar 19:00'da! »	1.060	11	19	1.090
	PowerTürk 14.05.2014 09:14 PowerTürk added a new photo. »	1.006	13	13	1.032
	PowerTürk 05.05.2014 07:16 Kulis'te bu haftanın konuğu "Hiç Vaktim Yok" adlı klibin set arkası görüntüleri ile Gökhan Keser Yayın saatleri için www.powerturk.tv »	713	28	0	741

Fig. 7. Messages that received the most interaction on Powertürk FM's Facebook Page (01 May – 31 May 2014)

In June, it was seen again that the messages with social content received the most interaction. The most popular message of the month was about the Father's Day posted on June 15, 2014. It was a photograph with the slogan "Every father is a hero" which received 9155 likes, 49 comments and was shared 1589 times. The second message with the highest interaction rate in June was the message about the undergraduate placement exam posted on June 20, 2014. Powertürk FM wrote, "We share your excitement... Good luck". This message became the second message that got the most interaction in June.




		Beğeni	Yorum	Paylaşım	Etkileşim Sayısı
	PowerTürk 15.06.2014 05:42 PowerTürk added a new photo. »	9.155	49	1.589	10.793
	PowerTürk 20.06.2014 18:43 Heyecanınızı paylaşıyoruz! İyi şanslar... »	968	24	52	1.044
	PowerTürk 27.06.2014 07:41 5'TE 5'in bu haftaki konuğu: Göksel ! Yayın saatleri: Cumartesi 10:00 ve Pazar 19:00'da! »	940	9	1	950
	PowerTürk 12.06.2014 11:19 PowerTürk'te bu hafta HAFTANN RÖPORTAJI: Doğukan Manço ve Tuğba Yurt! Röportaj metni için www.powerturk.com, video için www.powerturk.tv »	860	16	0	876
	PowerTürk 24.06.2014 07:02 5'TE 5'in bu haftaki konuğu: Göksel ! Yayın saatleri: Cumartesi 10:00 ve Pazar 19:00'da! »	626	11	0	637

Fig. 8 Messages that received the most interaction on Powertürk FM's Facebook Page (01 June – 31 June 2014)

In July, it was observed that the social messages and the greetings again got the highest interaction rate. The only exception was the message about NazanÖncel concerts (sponsored by the PowertürkFm). In the message which the radio held contests and gave free tickets for these concerts. This message with the information about the contest received the most interaction with 14702 likes and 7 comments. The next two posts which got the highest interaction was by the message of condolence on death of a Turkish movie star, Çolpanİlhan, and the greeting message for Ramadan.

Conclusion

The radio medium, which became a music box in the recent years, has started to engage in different forms of communication with its audience. Social media, as a medium that is particularly popular among young people, and radio, as a medium whose most important content is music, met on a common ground. The fact that the new music listener created by the new media prefers to listen to music through social media rather than radio, motivated radio stations to reach their target audience via social media.

Radio stations prefer to reach young people directly by using social media networks and establish a direct communication with their target audience. As a result of this new communication model, which was created by social media, a more active audience for the radio medium emerged. The new radio audience surf on the Internet, share messages on social media networks and listen to the music, all at the same time. Radio stations try to reach this target audience by opening accounts on social media networks. Through their accounts on popular social networks such as Facebook, Twitter etc., radio stations communicate with the audience and promote their content.

Radio stations, as it is with Powertürk FM, which is the most listened music radio station in Turkey, try to reach their target audience by using the music. Communicating over the music on social media, radio stations learn their audience's expectations and wants through the feedbacks they receive and shape their broadcasts according to these feedbacks.

Radio stations share photos, videos, audios and links via Facebook and use all tools of interactive communication. In addition, radio stations use Facebook for corporate advertising as well as promoting and introducing their program and content with messages they post. From this perspective, the more people they reach via Facebook means the more people they can communicate with and therefore the more people they can introduce and explain themselves.

In the three-month study about the Facebook use of radio stations, it was seen that the number of fans of Powertürk FM on Facebook increased and more people accessed to its Facebook page. The radio station used the visuals of singers and music groups and preferred to communicate with its audience via these singers and music groups. It was seen that the brand was personified and wrote special messages for holidays and special occasions to its audience. These messages established an emotional bond between the brand and the audience. As a result of this emotional bond, the audience gave a high level of feedback. On Powertürk FM's Facebook page, the messages with highest interaction rates were the ones that contained social messages and greetings.

Social media provides an opportunity to benefit from integrated marketing communication as well. The photos, videos and links shared through Facebook can give messages that the radio medium cannot give on its terrestrial broadcast. Radio, when used alone, can only give aural messages, however, when used together with Facebook, the messages can have both aural and visual qualities. These messages are useful in introducing the radio station and in promoting the content and programs of the radio. In this study, it was identified that Powertürk FM mainly tried to communicate with its audience via photos. This could be changed depending on the business strategy of the radio station. Some radio stations put more emphasis on the use of photographs while others put more emphasis on the use of videos. Powertürk FM places emphasis on the use of celebrities and chooses the photos to post on its Facebook page among the photos of these celebrities.

Radio stations can use social media, in which different networks connect with each other, for their off air promotions. Social media allows users to access from one social network to the other, meaning that it is possible to connect to networks like YouTube or Instagram from your Facebook account and this makes integrated marketing possible on social media. Powertürk FM shares the photos on Facebook together with Instagram and connects these two social networks. The radio station also gives links to its YouTube account and official website and use Facebook's connectivity feature.

Apart from the classical radio listening measurements on traditional media, feedbacks received on social media contribute in determining the popularity of the radio stations. This is another factor that makes the presence of radio stations on social media important.

Finally, we can assess the presence of radio stations on Facebook under two main categories. One: Radio stations can keep their costs low if they conduct their marketing activities and promotions by using

Facebook. Two: Radio stations can establish a direct communication with their audience through Facebook pages and receive direct feedback. These feedbacks are also helpful in measuring the popularity of the radio station and offer an alternative for traditional radio listening measurements.

References

Castell,M. (2003). Enformasyon Çağı: Ekonomi, Toplum ve Kültür Ağ Toplumunun Yükselişi.İstanbul: İstanbul Bilgi Üniversitesi Yayınları.

Durmuş,B. ; Yurtkoru, S. ; Uluşu, Y. ; Kılıç,B. (2010). Facebook'tayız.Sosyal Paylaşım Ağlarının Bireylere ve İşletmelere Yönelik İncelenmesi: Facebook Üzerine Bir Araştırma. İstanbul: Beta Yayınları.

Enders, A. ; Hungenberg,H. ; Mauch, S. (2008): TheLongTail of Social Networking, RevenueModels of Social Networking Site. European Management Journal, Vol.26, 199-211.

<http://ppc.org/expand-marketing-reach-roifestival/> , Reached at: 06.07.2014.

<http://www.powerturk.com/kunye.html> , Reached at 02.08.2014.

<http://www.thecountriesof.com/top-10-countries-with-most-facebook-users-in-the-world-2013/> , Reached at 03.07.2014.

<https://www.quintly.com/blog/2012/12/facebook-country-stats-december-2012/> , Reached at: 04.04.2014.

Insidefacebook (2010). <http://www.insidefacebook.com/wp-content/uploads/2010/06/Turkey-Facebook-Users-by-Age-and-Gender.png> , Reached at 06.12.2013.

Kaytmaz, Y. (2014). Facebook Türkiye Rakkamlarını Açıkladı, Campaign Türkiye Dergisi , Şubat 2014.

Kobak,K. ; Biçer,S. (2008). Facebook Sosyal Paylaşım Sitesinin Kullanım Nedenleri, 8th International EducationTechnology Conference, 6-9 May 2008, pp.567-571.

Kuyucu,M (2013). "Geleneksel Medyada Sosyal Medya Pazarlaması: Türkiye'deki Radyo ve Televizyon İşletmelerinde Sosyal Medya Kullanımına Yönelik Bir Araştırma". International Media Studies - 1.Uluslararası Medya Çalışmaları Sempozyumu Proceedings, 20-23 November 2013, Akdeniz University.

Kuyucu,M. (2014). Marketing for Media Companies:The New e-Radioand e-Audience, 2nd International on Conference on Contemporary Marketing ICCMI 2014, June 18-20 Athens, pp.124-134.

Nickburcher (2011) , Facebook usageFiguresbyCountry .
Http://www.nickburcher.com/2011/07/facebook-usage-figures-by-country-july.html , Reached at 25.06.2014.

Onat,F. ; Alikılıç,Ö,A. (2008). Sosyal Ağ Sitelerinin Reklam ve Halkla İlişkiler Ortamları Olarak Değerlendirilmesi. Journal of Yaşar, 3(9),1111-1143.

Sabah (2012). <http://www.sabah.com.tr/Teknoloji/Haber/2012/01/27/facebookta-avrupa-lideriyiz> , Erişim Tarihi 05.10.2013.

Schweiger, W. ; Quiring, O. (2006).User Generated Content on Mass Media Web Sites: Just a Kind of InteractivityorSomethingCompletelyDifferent?, International CommunicationAssociationAnnual Meeting, New York.

Socialbakers,(2013). <http://www.socialbakers.com/> , Reached at 30.05.2013.

Solmaz, B. ; Görkemli,H. N. (2012). 'Büyükşehir Belediyelerinde Sosyal Medya Kullanımı', Akdeniz İletişim Dergisi, No:12- December 2012, pp.11-20.

Tekinalp,Ş ; Uzun,R. (2009). İletişim Araştırmaları ve Kuramları. İstanbul: Beta Yayınları.

Tufan,F. (2013). "Sosyal Ağların Radyo Yayıncılık Uygulamalarına Sunduğu Yeni Olanaklar" , Kitle İletişiminde Yaşanan Değişimler (ed.Can Bilgili & Gülüm Şener). İstanbul: Reklam Yaratıcıları Derneği, s.131-149.