Instagram in the Context of Dialogic Communication:

A Content Analysis for Top Performing Brands on Instagram

H. Aydan SİLKÜ BİLGİLİER

Ege Üniversitesi

İletişim Fakültesi, Hakla İlişkiler ve Tanıtım Bölümü

hidaye.aydan.bilgilier@ege.edu.tr

Celal KOCAÖMER

Ege Üniversitesi

İletişim Fakültesi, Hakla İlişkiler ve Tanıtım Bölümü

celal_kcmr@hotmail.com

Abstract

Social media platforms have significant potential for establishing a dialogue based communication between brands and their target groups. In this study, Instagram which is frequently used among social media platforms is investigated. With the assumption that the brands that succeeded in Instagram will use the dialogic communication principles more efficiently, five brands which were found to perform best on Instagram according to SocialBrands data have been examined. These brands are Netflix Turkey, Farmasi Turkey, Turkish Airlines, Madame Coco and LC Waikiki. Within the scope of this information, the aim of this research is to determine how these five brands use Instagram for dialogic communication. Quantitative content analysis method was used in the study. As a result of the evaluation of the data, it has been determined that brands use Instagram feed posts and stories effectively in terms of dialogic communication. In addition, it has been found that brands actively respond to comments made under their own posts. In the light of this information, when Instagram profiles, feed posts, stories and comments are evaluated as a whole, it is seen that top performing brands use Instagram efficiently in terms of dialogic communication.

Keywords: Dialogic Communication, Instagram, Content Analysis

Diyalogsal İletişim Bağlamında Instagram:

Instagramda En İyi Performans Gösteren Markalara Yönelik Bir İçerik Analizi

Özet

Markalar ve hedef kitleleri arasında diyalog temelli bir iletişimin ortaya çıkması için sosyal medya platformları önemli bir potansiyele sahiptir. Bu çalışmada sosyal medya platformları arasında sıklıkla kullanılan Instagram araştırılmıştır. Instagramda başarılı olan markaların diyalogsal iletişim ilkelerini daha verimli kullanacağı varsayımı ile SocialBrands verilerine göre Instagramda en iyi performans gösterdiği tespit edilen beş marka çalışma kapsamında incelenmiştir. Bu markalar; Netflix Türkiye, Farmasi Türkiye, Türk Hava Yolları, Madame

Coco ve LC Waikiki'dir. Bu bilgiler dahilinde araştırmanın amacı Instagramı başarılı şekilde kullandığı belirlenen beş markanın Instagramı diyalogsal iletişim açısından nasıl kullandığını tespit etmektir. Çalışma kapsamında niceliksel içerik analizi yöntemi kullanılmıştır. Verilerin değerlendirilmesi sonucunda, markaların Instagram paylaşımlarını diyalogsal iletişim açısından yeterince etkin kullandığı belirlenmiştir. Bunun yanı sıra markaların kendi gönderilerinin altına yapılan yorumlara aktif bir şekilde cevap verdiği tespit edilmiştir. Bu bilgiler ışığında Instagram profilleri, gönderileri, hikayeleri ve yorumları bir bütün olarak değerlendirildiğinde, en iyi performans gösteren markaların Instagram'ı diyalogsal iletişim açısından verimli şekilde kullandığı görülmektedir.

Anahtar Kelimeler: Diyalogsal İletişim, Instagram, İçerik Analizi

Introduction

Brands and consumers actively use social media platforms today. Social media has been a new area for corporations to reach consumers, while it has been a platform where consumers can communicate their wishes and complaints to corporations. Advances in new media technologies have created new communication opportunities for both corporations and consumers. Therefore, it is important to understand how communication between organizations and consumers occurs. Kent and Taylor (1998) stated that there will be an exchange of ideas and opinions between organizations and consumers with the integration of dialogic communication into the internet. "Some practitioners and scientists say that social media expresses a shift in organizational relations from monologue to dialogue, and therefore has the potential to make public relations more interactive, symmetrical and dialogic" (Köseoğlu & Köker, 2014: 213). One of the internet and social media platforms that have the potential for dialogic communication is Instagram.

The notion that social media may have the feature of dialogic communication is not new. The studies on the principles of dialogic communication which were first introduced in 1998 by Kent and Taylor's studies are frequently encountered in the literature. Some of the studies on this topic were based on websites (Taylor et al., 2001; McAllister, 2013; Eray 2016), some on Twitter (Rybalko & Seltzer, 2010; Linvill et al., 2012; Köseoğlu & Köker, 2014) and some on Facebook (Bortree & Seltzer 2009) and examined dialogic communication on these platforms. In all these studies, content analysis method was used to examine dialogic communication. Social media platforms such as Twitter and Facebook followed the studies that started with the review of websites. In addition to these platforms, which brands frequently use to communicate with their target audiences, new media tools are also emerging. One of these tools created by the changing communication process is Instagram. There is one study in which Instagram was examined in terms of dialogic communication. Arslan (2019) examined

Instagram usage of Turkish theater institutions in this study. In this article, the brands that were found to be successful in Instagram were evaluated.

Within the scope of this information, the aim of the study is to determine how the brands in Instagram use the principles of dialogic communication in their communication with their target audiences. For this purpose, brands' profiles, posts and stories they shared on Instagram accounts were analyzed within the framework of dialogic principles. It is projected that the coding table produced in this study will benefit researchers in future researches based on Instagram and dialogic communication.

The Use of Social Media in the Context of Dialogic Communication

Dialogic communication is defined as "exchange of negotiated ideas and opinions" (Kent & Taylor, 1998: 325). Dialogic communication principles should be used to ensure the exchange of ideas and opinions between organizations and consumers. Kent & Taylor (1998) propose five principles for integrating dialogic communication into the Internet. These are (Kent & Taylor, 1998): a dialogic loop that allows feedback between institutions and public and where it is possible to ask and answer mutually; usefulness of information, including the fact that organizations share current and useful information about themselves with their consumers; generation of return visits with features to keep consumers coming back to the corporate website; ease of the interface covering the ease of use of the corporate website for consumers; conservation of visitors, including website visitors spending as much time on the site as possible principles. In the studies conducted in the literature, whether or not the organizations use dialogic communication in their social media accounts is evaluated by researching these principles. The use of these principles creates a significant potential for the emergence of dialogic communication.

Social media serves as a new media platform for organizations to communicate with their target audiences. Social media platforms such as Instagram, Facebook and Twitter have significant potential for a dialouge-like or dialogue based communication between organizations and their target audiences. In the literature, studies are frequently seen that social media platforms such as Twitter and Facebook are examined in terms of dialogic communication (Bortree & Seltzer, 2009; Rybalko & Seltzer, 2010; Linvill et al. 2012; Muckensturm, 2013; Yagmurlu, 2013; Köseoglu & Koker, 2014; Kim et al., 2014; Türkal and Güllüpunar 2017), but an Instagram-related work is rarely seen (Arslan, 2019). Rybalko & Seltzer (2010) investigated how Fortune 500 companies use Twitter to engage in dialogic communication with their stakeholders. As a result, it has been determined that Twitter is not used efficiently enough to engage in dialogue with stakeholders. Yagmurlu (2013), in his study

evaluating social media applications of Ankara Metropolitan Municipality, found that the level of dialogical communication established via Twitter and Facebook was insufficient. Kim et al. (2014) examined the websites, Facebook and Twitter accounts of environmental non-governmental organizations in terms of dialogical features. They found that environmental NGOs mostly rely on websites to engage with the public and use Facebook and Twitter to support the dialogue features that are limited on their websites. However, it has been found that the dialogical potential of web sites and social media is still not used effectively. Köseoglu & Köker (2014) concluded that Turkish universities did not use Twitter efficiently in terms of dialogic communication in their content analysis in order to determine how Turkish universities use Twitter in terms of dialogic communication. Similarly, Linvill et al. (2012) found that universities and colleges used Twitter inefficiently in terms of dialogical communication and mostly for informing their audience about corporate news. Türkal and Güllüpunar (2017) investigated the social media use of Turkey's largest 100 companies in the context of dialogical public relations. In this study, it is determined that these companies do not use their Facebook and Twitter accounts adequately in terms of dialogical communication. Arslan (2019), in his study examining Instagram usage of Turkish theater institutions, stated that theater institutions were incomplete in terms of meeting all the principles of dialogic communication, but they improved in using these principles. Consequently, it is found that these institutions do not use the dialogic loop principle successfully.

The common result of the previously mentioned studies is that Twitter, Facebook and Instagram are not used efficiently enough to achieve dialogic communication. When universities, municipalities, environmental non-governmental organizations and large companies are examined in terms of their use of social media, it is seen that the result independent from the sample studied does not change and dialogic communication is not used efficiently in social media. In the literature, one study has been found to use social media efficiently in terms of dialogue. Muckensturm (2013) concluded that hospitality businesses use Facebook efficiently to engage in dialogue with their target audience.

Research Questions

The research questions aimed to be answered in this study can be listed as follows:

Research Question 1: How do the brands on Instagram use the usefulness of information principle?

Research Question 2: How do brands on Instagram use the conservation of visitors principle?

Research Question 3: How do brands on Instagram use the generation of return visits principle?

Research Question 4: How do brands on Instagram use the dialogic loop principle?

Research Question 5: Do the brands on Instagram respond to comments on their feed posts? If so, what are the characteristics of the answers given?

Method

In the method section, the limitations of the research, sample selection, data collection and analysis are mentioned.

Limitations of Research

The limitations of this study are as follows:

- Reviewing Instagram posts for only one month,
- Reviewing Instagram stories within a one month period,
- Evaluating the 5 best performing brands in Instagram within the scope of the research.

Sample Selection

The sample of this study which is conducted in order to determine how brands use Instagram on the basis of dialogic communication, is formed by the first five brands that were determined to use the Instagram social media platform best in March as a result of the measurements carried out by SocialBrands. These brands are Netflix Turkey, Madame Coco, Turkish Airlines, Farmasi Turkey and LC Waikiki. Purposeful sampling is used as a sampling method.

SocialBrands defines itself as a scoring platform that measures brands' social media performance in a completely impartial and objective way. These five brands included in the study are the top five brands after reviewing 13,751 accounts on Instagram (Boomsocial , 2019)[1]. The posts, stories and comments shared by these brands between May 1 and May 31 were evaluated.

Data Collection and Analysis

Document analysis is used as data collection method. The document review "includes the analysis of written materials containing information about the fact or facts that are expected to be investigated" and may be a stand-alone data collection method (Yıldırım & Simsek, 2016: 189). The documents to be examined within the scope of this research consist of Instagram

---

[1] Boomsocial (2019) Best Performance Instagram All Sectors, https://www.boomsocial.com/Social-Brands/2019/Nisan/Instagram, Access Date: 23.04.2019

profiles, posts, stories and comments of the brands included in the sampling. In quantitative research, content analysis is used when performing document review (Merriam 2013: 144). Therefore, it was preferred to use content analysis method in data analysis. The fact that the data set consists of different encoders in the content analysis process is one of the diversification methods that contribute to validity and verification (Patton 1999, 1193). To create the coding procedure, the data set was first coded separately by the two researchers and then coded together.

The code sheet was produced during the literature review and was used to answer research questions 1, 2, 3 and 4. The studies conducted in the dialogic communication literature are based in the creation of the code sheet (Kent & Taylor, 1998; Taylor et al., 2001; Bortree & Seltzer, 2009; Rybalko & Seltzer, 2010; Köseoğlu & Köker, 2014; Alemdar & Kocaömer, 2019). The emerging new codes were placed within the appropriate dialogic principles presented by Kent and Taylor (1998). These principles have not been changed as they are used in many studies in the same way. The codes in the code sheet are coded as (0 = false) and (1 = true). In the analysis of findings, when the coverage ratios for one principle were above %50, it was interpreted that the brand use Instagram effectively.

Findings Obtained in Terms of Dialogic Principles

Findings in Terms of Usefulness of Information Principle

The principle of usefulness of information consists of a total of 16 items. 9 of these items are related to the information presented in the profile. The remaining 7 items are related to Instagram posts and stories. These items and their detailed results are shown in Annex 1.

As a result of the analysis, it is seen that Netflix Turkey's profile and 43 feed posts and 23 stories it shared cover 9 of the 16 items of the usefulness of information principle (coverage ratio 56.25%). Farmasi Turkey's profile and 31 feed posts and 106 stories it shared cover 10 of the 16 items of the usefulness of information principle (coverage ratio 62.5%). Turkish Airlines' Instagram profile and 17 feed posts and 29 stories it shared cover 12 of the 16 items of the usefulness of information principle (coverage ratio 75%). Profile of Madame Coco and 69 feed posts and 112 stories it shared cover 10 of the 16 items of the usefulness of information principle (coverage ratio 62.5%). LC Waikiki, last one of the 5 brands, has a profile, 92 feed posts and 170 stories that cover 11 of the 16 items of the usefulness of information principle (coverage ratio 68.75%).

Table 1. Appearance of Brands' Instagram Posts in Terms of Usefulness of Information Principle

Usefulness of Information Principle	Netflix Turkey	Farmasi Turkey	Turkish Airlines	Madame Coco	LC Waikiki
Frequency (Coverage Ratio)	9/16 (56.25%)	10/16 (62.5%)	12/16 (75%)	10/16 (62.5%)	11/16 (68.75)
Total Post (Feed+Stories)	66 (43+23)	137 (31+106)	46 (17+29)	181 (69+112)	262 (92+170)

By means of this information, it was determined that all the averages of all five brands evaluated were above 50% for the usefulness of information principle. Therefore, in response to research question 1, it appears that all five brands use Instagram efficiently in terms of the usefulness of information principle.

Findings in Terms of Conservation of Visitors Principle

The conservation of visitors principle consists of a total of 8 items. These items and their detailed results are shown in Annex 1.

The analysis shows that, 43 feed posts and 23 stories Netflix Turkey has shared cover 7 of the 8 items of conservation of the visitors principle (coverage ratio 87.5%). 31 feed posts and 106 stories Farmasi Turkey has shared cover 6 of the 8 items of conservation of the visitors principle (coverage ratio 75%). Turkish Airlines has shared 17 feed posts and 29 stories and they cover 6 of the 8 items of conservation of the visitors principle (coverage ratio 75%). 69 feed posts and 112 stories Madame Coco has shared cover 7 of the 8 items of conservation of the visitors principle (coverage ratio 87.5%). Last one of 5 brands, LC Waikiki has shared 92 feed posts and 170 stories and they cover 7 of the 8 items of conservation of the visitors principle (coverage ratio 87.5%).

Table 2. Appearance of Brands' Instagram Posts in Terms of Conservation of Visitors Principle

Conservation of Visitors Principle	Netflix Turkey	Farmasi Turkey	Turkish Airlines	Madame Coco	LC Waikiki
Frequency (Coverage Ratio)	7/8 (87.5%)	6/8 (75%)	6/8 (75%)	7/8 (87.5%)	7/8 (87.5%)
Total Post (Feed+Stories)	66 (43+23)	137 (31+106)	46 (17+29)	181 (69+112)	262 (92+170)

By means of this information, it was determined that all the averages of all five brands evaluated were above 50% for the conservation of visitors principle. Therefore, in response to research question 2, it appears that all five brands use Instagram efficiently in terms of the conservation of visitors principle.

Findings in Terms of Generation of Return Visits Principle

The generation of return visits principle consists of a total of 9 items. These articles and their detailed results are shown in Annex 1.

As a result of the analysis, it is seen that 43 feed posts and 23 stories Netflix Turkey has shared cover 4 of the 9 items of generation of return visits principle (coverage ratio 44.4%). 31 feed posts and 106 stories Farmasi Turkey has shared cover 6 of the 9 items of generation of return visits principle (coverage ratio 66.6%). Turkish Airlines has shared 17 feed posts and 29 stories and they cover 3 of the 9 items of generation of return visits principle (coverage ratio 33.3%). 69 feed posts and 112 stories Madame Coco has shared cover 7 of the 9 items of generation of return visits principle (coverage ratio 77.7%). Last one of 5 brands, LC Waikiki has shared 92 feed posts and 170 stories and they cover 5 of the 9 items of generation of return visits principle (coverage ratio 55.5%).

Table 3. Appearance of Brands' Instagram Posts in Terms of Generation of Return Visits Principle

Generation of Return Visits Principle	Netflix Turkey	Farmasi Turkey	Turkish Airlines	Madame Coco	LC Waikiki
Frequency (Coverage Ratio)	4/9 (44.4%)	6/9 (66.6%)	3/9 (33.3%)	7/9 (77.7%)	5/9 (55.5%)
Total Post (Feed+Stories)	66 (43+23)	137 (31+106)	46 (17+29)	181 (69+112)	262 (92+170)

By means of this information, it was determined that three of the averages of five brands evaluated were above 50% for the conservation of visitors principle while two of the averages were below 50%. Therefore, in response to research question 3, it appears that Instagram is partially used efficiently in terms of the generation of return visits principle.

Findings in Terms of Dialogic Loop Principle

The dialogic loop principle consists of a total of 13 items. These items and their detailed results are shown in Annex 1.

The analysis shows that, 43 feed posts and 23 stories Netflix Turkey has shared cover 8 of the 13 items of dialogic loop principle (coverage ratio 61.5%). 31 feed posts and 106 stories Farmasi Turkey has shared cover 10 of the 13 items of dialogic loop principle (coverage ratio 76.9%). Turkish Airlines has shared 17 feed posts and 29 stories and they cover 7 of the 13 items of dialogic loop principle (coverage ratio 53.8%). 69 feed posts and 112 stories Madame Coco has shared cover 7 of the 13 items of dialogic loop principle (coverage ratio 53.8%). Last one of 5 brands, LC Waikiki has shared 92 feed posts and 170 stories and they cover 7 of the 13items of dialogic loop principle (coverage ratio 53.8%).

Table 4. Appearance of Brands' Instagram Posts in Terms of Dialogic Loop Principle

Dialogic Loop Principle	Netflix Turkey	Farmasi Turkey	Turkish Airlines	Madame Coco	LC Waikiki
Frequency (Coverage Ratio)	8/13 (61.5%)	10/13 (76.9%)	7/13 (53.8%)	7/13 (53.8%)	7/13 (53.8%)
Total Post (Feed+Stories)	66 (43+23)	137 (31+106)	46 (17+29)	181 (69+112)	262 (92+170)

By means of this information, it was determined that all the averages of all five brands evaluated were above 50% for the dialogic loop principle. Therefore, in response to research question 4, it appears that all five brands use Instagram efficiently in terms of the dialogic loop principle.

Findings for Comments

Inspecting comments on brands' posts is important in terms of detecting the existence of dialogical communication on Instagram. Comments have great potential for the formation of dialogic communication. Because, by commenting, followers of brands are waiting for information about products and services or support for the solution of a problem they face. Brands' response to these comments is critical to the formation of dialogic communication.

Netflix Turkey received 1100 comments per post on average for 43 posts it shared, Farmasi Turkey received 2054 comments per post on average for 31 posts it shared, Turkish Airlines received 252 comments per post on average for 17 posts it shared, Madame Coco received 9334 comments per post on average for 69 posts it shared, LC Waikiki received 38 comments per post on average for 92 posts it shared. The frequent giveaways by Farmasi Turkey and Madame Coco played an important role on the high average comment volume of these two brands.

Response of above-mentioned five brand to the comments received to their posts has a vital role in the formation of dialogic communication between brands and their followers. In response to research question 5, all five brands respond to comments. Another important thing to say is that these brands' comments are all human-generated, not machine-generated. There is no clue that brands use chatbots in their communication. Turkish Airlines, Madame Coco and LC Waikiki often respond to comments. Turkish Airlines responded to the comments in order to solve the problems experienced by its followers. The brand, which shares posts in both English and Turkish, responds to comments in different languages as it receives comments in different languages. Madame Coco and LC Waikiki answered their followers' questions about products and services. Farmasi Turkey and Netflix Turkey rarely respond to the comments. Farmasi Turkey used comments to answer questions about products and services. Farmasi

Turkey members respond to the comments from other followers. Netflix Turkey rarely responds to comments, but in terms of the language used, it communicates more closely with followers and often uses emojis to do so. Turkish Airlines, Madame Coco, LC Waikiki, Farmasi Turkey and Netflix Turkey's response to the comments by using @reply on response is considered as an indicator of the formation of two-sided and dialogical communication.

Discussion and Conclusion

The aim of this study is to determine how the brands that perform best in Instagram use this platform in terms of dialogic communication. When the findings were examined, it was found that the most frequently used principle of dialogic communication was conservation of visitors with a ratio of 82.5%, followed by the usefulness of information with 65%, the dialogic loop with 59.96% and generation of return visits with 55.5%. When calculating these ratios, the score of each brand is taken into consideration. Taylor et al. (2001) stated that the usefulness of information, the conservation of visitors and the ease of interface are the preliminary steps for dialogue and do not constitute real dialogue alone. They stated that it is necessary to use the principles of dialogic loop and generation of return visits in order to achieve real dialogic communication. Within the scope of the research, the principles which are stated to constitute the first step for dialogic communication were used at a higher rate, followed by the dialogic loop and generation of return visits.

The most commonly used principles in terms of brands are; conservation of visitors principle (87.5%) for Netflix Turkey, dialogic loop principle (76.9%) for Farmasi Turkey, conservation of visitors and usefulness of information principles (75%) for Turkish Airlines, and conservation of visitors principle (87.5%) for both Madame Coco and LC Waikiki. It has been determined that the most used principles differ among brands.

The above are the coverage ratios of the five brands for each dialogic principle, as well as the principles with the highest coverage rates by brand. Looking at percentages is not enough to explain dialogic communication. The frequency of items included in the principles should be considered. Within the scope of usefulness of information principle, "information about products and services" has the highest frequency (f = 308). Within the scope of conservation of visitors principle, "sharing photos and videos on stories " has the highest frequency (f = 440). Other three high frequency articles for this principle are "link to the brand website" (f = 286), "mention/ hashtag (if tagging themselves)" (f = 260) and "sharing photos, videos and carousels on the posts" (f = 252). Most frequently used item for generation of return visits principle is "mention/ hashtag (if not tagging themselves)" (f = 254). Lastly, most common articles for

dialogic loop principle are "sharing posts of the followers on posts / stories" (f = 111) and "asking clear and direct questions" (f = 60).

All the information shows that all five brands in the sample use Instagram effectively in terms of dialogic communication considering coverage rates and frequencies of dialogic communication principles. When the frequencies are analyzed, it is seen that the principle of dialogic loop, which is the most fundamental principle for the formation of dialogical communication, is far behind in terms of frequency. When it is seen that coverage ratio seems to be used as much as other principles, it is seen that the least used principle is the dialogic loop. It is seen that brands use Instagram primarily to disseminate information, provide return visits and conserve visitors before establishing dialogic communication. Although they are less used than other principles, brands have included the dialogic loop in their communication. When the frequencies are evaluated in this respect, it is seen that dialogic communication is partly successful.

Instagram posts and stories are limited to the content that brands produce for the formation of dialogic communication. Although the content of the brands is a criterion showing how much they are prone to dialogue, it does not guarantee to provide the dialogic communication. In this respect, comments on Instagram posts should also be reviewed. The fact that there is a one-to-one relationship between the brand and its followers in the comments and that the communication takes place as @reply enables a two-way and dialogic communication to take place. It was found that all five brands that were evaluated answered the comments and questions asked to them. Therefore, it can be said that dialogic communication was also found in the comments.

In the literature, studies that determine the effective use of dialogic communication are rarely encountered (Muckensturm, 2013). It is common to find that dialogical communication is not used efficiently (Taylor et al., 2001; Bortree & Seltzer, 2009; Rybalko & Seltzer, 2010; Linvill et al., 2012; Uzunoğlu & Kip, 2014; Kim et al., 2014; Eray 2016; Türkal & Güllüpunar 2017). This study is an example of studies in which dialogic communication is used efficiently.

If we evaluate Instagram as a whole in terms of dialogic communication, it can be said that Instagram posts and stories are pioneers for the realization of dialogic communication, but real dialogic communication occurs in comments. It is useful to carry out studies on whether the dialogue is a real dialogue or not. Because the communication is more likely in the form of question and answer. Similar to this idea, Özoran (2017) states that it is not possible to talk about a dialogue established by both parties that are part of the communication under equal conditions. On Instagram, it should be noted that the dialogue between the brands and their

followers is under the control of the brands and it is a short dialogue. Kent & Taylor (1998) state that the answers are important for the dialogic loop, but the content of the response is critical for relationship building. Within the scope of this information, it is useful to evaluate the responses of the brands to the comments received to their posts with qualitative content analysis in future studies.

In addition, the fact that there is a high number of comments even in the posts where the brands do not share within the dialogic loop contradicts the view that the dialogic loop principle is necessary for the realization of dialogic communication. Dialogue has been found even in the comments of the posts where the brands share information about products and services in a unidirectional manner and are included in public information from public relations models. Therefore, carrying out studies to evaluate this subject may give different perspectives to the literature.

References

Alemdar, M. Y. & Kocaömer, C. (2019). *Çevreci Sivil Toplum Kuruluşlarının Instagram Paylaşımlarını Diyalogsal İlkeler ve Halkla İlişkiler Modelleri Bağlamında Okumak.* Unpublished manuscript, Ege University.

Arslan, C. (2019). An Analysis of Instagram's Dialogical Communication Building Potential in Turkish Theater Institutions, *Anadolu Üniversitesi Sanat ve Tasarım Dergisi*, *9*(1), 84-98.

Bortree, D. S. & Seltzer, T. (2009). Dialogic Strategies and Outcomes: An Analysis of Environmental Advocacy Groups' Facebook Profiles, *Public Relations Review, 35*, 317 - 319.

Eray, T. E. (2016). Utilization of Corporate Websites as a Dialogic Public Relations Tool in Turkey, *Global Media Journal TR Edition, 6*(12), 201 - 213.

Kent, M. L. & Taylor, M. (1998). Building Dialogic Relationships Through the World Wide Web, *Public Relations Review, 24*(3), 321 - 334.

Kim, D., Chun, H., Kwak, Y. & Nam, Y. (2014). The Employment of Dialogic Principles in Website, Facebook, and Twitter Platforms of Environmental Nonprofit Organizations. *Social Science Computer Review, 32*(5), 590 - 605.

Köseoğlu, Ö. & Köker, N. E. (2014). Türk Üniversiteleri Twitter'ı Diyalogsal İletişim Açısından Nasıl Kullanıyor: Beş Türk Üniversitesi Üzerine Bir İçerik Analizi, *Global Media Journal: TR Edition, 4*(8), 213 - 239.

Linvill, D. L., McGee, S. E. & Hicks, L. K. (2012). Colleges' and Universities' Use of Twitter: A Content Analysis. *Public Relations Review, 38*(4), 636 - 638.

McAllister, S. M. (2013). Toward a Dialogic Theory of Fundraising. *Community College Journal of Research and Practice, 37*(4), 262 - 277.

Merriam, S. B. (2013). *Nitel Araştırma Desen ve Uygulama İçin Bir Rehber* (3rd Edition), Selahattin Turan (çev), Nobel Akademik Yayıncılık, Ankara.

Muckensturm, E. (2013). *Using Dialogic Principles on Facebook: How the Accommodation Sector is Communicating with Its' Consumers*, Unpublished Master's Thesis, Clemson University College of Behavioral, Social and Health Sciences, South Carolina.

Özoran, B. A. (2017). Bir Halkla İlişkiler Ütopyası: Diyalojik Halkla İlişkiler. *İstanbul Üniversitesi İletişim Fakültesi Dergisi, 53*, 1 - 30.

Patton, M. Q. (1999). Enhancing The Quality And Credibility Of Qualitative Analysis. *HSR: Health Service Research, 34*:5 Part II.

Rybalko, S. & Seltzer, T. (2010). Dialogic Communication in 140 Characters or Less: How Fortune 500 Companies Engage Stakeholders Using Twitter, *Public Relations Review, 36*, 336 - 341.

Taylor, M., Kent, M. L. & White, W. J. (2001). How Activist Organizations are Using the Internet to Build Relationships. *Public Relations Review*, 263 - 284.

Türkal, İ. & Güllüpunar, H. (2017). Diyalogsal Halkla İlişkiler Bağlamında Sosyal Medya Kullanımı: Türkiye'de İlk 100'de Yer Alan Şirketler Üzerine Bir İnceleme. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi, 5*, 591 - 618.

Uzunoğlu, E. ve Kip, S. M. (2014). Building Relationships through Websites: A Content Analysis of Turkish Environmental Non-profit Organizations' (NPO) Websites. *Public Relations Review, 40*(1), 113 - 115.

Yağmurlu, A. (2013). Diyalojik İletişim Çerçevesinden Ankara Büyükşehir Belediyesi Sosyal Medya Uygulamaları. *Selçuk İletişim, 8*(1), 95 - 115.

Yıldırım, A. & Şimsek, H. (2016). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri* (10th Edition), Seçkin Yayıncılık, Ankara.

Appendix 1. Findings in Terms of Dialogic Principles

Brands	Netflix Turkey	Farmasi Turkey	Turkish Airlines	Madame Coco	LC Waikiki
Usefulness of Information					
1. Content that provides information to the media related to the organization (press release, speeches, policies, video, news, etc.)	1(f=8)	0	1(f=1)	1(f=7)	1(f=1)
2. Post about participation in campaigns (CSR, Contest, etc.)	0	1(f=5)	0	1(f=81)	0
3. Sharing useful information from users about products and services	0	1(f=10)	0	1(f=4)	1 (f=12)
4. Recent developments in the organization and its environment	1(f=4)	1(f=9)	1(f=14)	1(f=15)	1 (f=11)
5. Career opportunities	0	0	0	0	0
6. Information about products and services	1 (f=53)	1(f=49)	1(f=21)	1(f= 68)	1(f=117)
7. Usefulness of information in stories (day, degree,location, hour, etc.)	0	0	1(position=10)	0	1 (position=1)
8. Profile photo	1	1	1	1	1
9. Organization Name	1	1	1	1	1
10. Location (Address) in profile	0	0	0	0	0
11. Website address in profile	1	1	1	1	1
12. Biography in profile	0	1	1	0	0
13. Contact addresses (telephone, e-mail) in profile	1	1	1	1	1
14. Social media addresses	0	0	1	0	0
15. Business category in profile	1	1	1	1	1
16. Blue tick for official account	1	0	1	0	1
Total (Coverage Number and Ratio)	**9 (56.25%)**	**10 (62.5%)**	**12 (75%)**	**10 (62.5%)**	**11 (68.75%)**
Conservation of Visitors					
1. Sharing photos and videos in posts	1 (photo=28, video=12, carousel=3)	1 (photo=21, video=6, carousel=4)	1(photo=11,video=5, carousel=1)	1(photo=62, video=3, carousel=4)	1(photo=76, video=7, carousel=9)
2. Sharing photos and videos in stories	1 (photo=23)	1(video=38, photo=68)	1(video=13, photo=16)	1(photo=109, video=3)	1(photo=126, video=44)
3. Link to other social media accounts	1(n=2)	0	0	0	0
4. Update (in the last 24 hours)	1	1	1	1	1
5. Link to organization website (via see more, get more information features, see products)	1(f=1)	1(f=13)	1(f=12)	1(f=78)	1(f=182)
6. Use of stories highlights feature	1	1	1	1	1
7. Sharing feed posts to stories	1 (f=4)	0	0	1(f=83)	1(f=26)
8. Mention / hashtag usage (if tagging themselves)	0	1(f=28)	1(f=16)	1 (f=129)	1 (f=87)
Total (Coverage Number and Ratio)	**7 (87.5%)**	**6 (75%)**	**6 (75%)**	**7 (87.5%)**	**7 (87.5%)**

	Generation of Return Visits					
1.	Link to other websites / Link to other Instagram accounts	1(f=19)	1 (f=38)	1(f=13)	1(f=8)	1(f=54)
2.	Message / link to calendar of events	1(f=10)	1(f=1)	0	1(f=2)	0
3.	Links to frequently asked questions and discussion sections, such as websites, blogs	0	0	0	0	0
4.	Links to the news in the media	0	0	0	0	0
5.	Follow calls to non-followers	0	0	0	1(f=3)	0
6.	Promotions and Sales	0	1(f=2)	0	1 (f=25)	1(f=44)
7.	Mention / Hashtag usage (if not tagging themselves)	1(f=32)	1(f=32)	1(f=30)	1(f=85)	1(f=75)
8.	Regular story sharing (15 days out of 31 days)	0 (f=9 days)	1 (f=31 days)	0 (f=13 days)	1(f=30 days)	1 (f=29 days)
9.	Regular post sharing (15 days out of 31 days)	1 (f=30 days)	1(f=31 days)	1(f=17 days)	1(f=30 days)	1(f=30 days)
	Total (Coverage Number and Ratio)	**4 (44.4%)**	**6 (66.6%)**	**3 (33.3%)**	**7 (77.7%)**	**5 (55.5%)**
	Dialogic Loop					
1.	Sharing links to participate in a survey or study on an organizational topic	0	0	0	0	0
2.	Asking simple and clear questions	1 (f=11)	1 (f=28)	1(f=5)	1 (f=2)	1(f=14)
3.	Encouraging followers to submit their posts	1(f=1)	1(f=2)	0	1(f=44)	0
4.	Sharing followers' posts in posts / stories	0	1(f=37)	0	0	1(f=74)
5.	Answering a question (by responding or like)	1	1	1	1	1
6.	Using emoji or GIF	1(emoji=33, gif=4)	1(Emoji=47, gif=15)	1(emoji=18, gif=7)	1 (emoji=83, gif=1)	1(emoji=60, gif=6)
7.	Using of ask me a question feature	0	0	0	1(f=1)	0
8.	Use of poll feature in stories	0	1(f=2)	1(f=2)	0	1(f=1)
9.	Use of emoji slider in stories	1(f=1)	1(f=1)	0	0	0
10.	Use of the quiz feature in stories	1(f=6)	1(f=7)	1(f=1)	0	0
11.	Creating interpersonal interaction in comments	1	1	1	1	1
12.	Open to comments (Comments can be open or closed)	1	1	1	1	1
	Total (Coverage Number and Ratio)	**8 (61.5%)**	**10 (76.9%)**	**7 (53.8%)**	**7 (53.8%)**	**7 (53.8%)**