

THE PR 2.0 USAGE AND UTILIZATION IN RESOURCE FINDING OF WOMAN AID ORIENTED NON PROFIT ORGANIZATIONS IN TURKEY

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Abstract:

The subject of Public Relations 2.0 (PR 2.0) has emerged with the Web 2.0 applications referring online applications such as Web sites, blogs, social media sites. Today, online applications are integral parts of modern society. They can also be accepted as the most recent social instruments of communication. Non Profit Organizations (NPOs) try to keep up with the innovations and benefit from the PR 2.0 applications. But, when it is regarded to NPOs in Turkey, although PR 2.0 applications are useful at the present time in almost all sectors, the woman aid oriented NPOs are not informed sufficiently about the benefits of these applications or do not prefer to use it, at all.

Because of this reason, this study analyses PR 2.0 utilization of woman aid oriented NPOs in Turkey and questions whether they utilize it in resource finding. It is aimed in the study to search the woman aid oriented NPOs in Turkey through the two indicator questions; “Do woman aid oriented NPOs in Turkey use PR 2.0?” and “Do they benefit from PR 2.0 in resource finding?”.

The study uses both qualitative and quantitative methods. Library sources, online datas and the survey data are used to answer the research questions. Research findings indicate that woman aid oriented NPOs in Turkey do not use the PR 2.0 properly and they do not benefit it in resource finding. Mostly they prefer traditional ways instead of trying the innovative ways. They keep using efficiently the traditional public relations ways both in their communication and resource finding processes.

Key Words: Resourse finding, non for profit organisations, Turkey

Ozet

Halkla İlişkiler 2.0 (PR 2.0) konusu, Web siteleri, bloglar, sosyal medya siteleri gibi online uygulamaları kapsayan Web 2.0 kavramı ile ortaya çıkmıştır. Bugün online uygulamalar modern toplumun ayrılmaz bir parçasıdır. İletişimin yeni sosyal araçları olarak kabul edilebilir. Sivil Toplum Kuruluşları (STK) yenilikleri takip etmekte ve PR 2.0 uygulamalarından yararlanmayı denemektedirler. Fakat Türkiye’deki STK’lara baktığımızda, günümüzde PR 2.0 uygulamaları hemen hemen tüm sektörlerde yararlı olmasına rağmen, kadına yardım odaklı STK’lar bu uygulamaların yararları hakkında yeterince bilgi sahibi değillerdir veya kullanmayı tercih etmemektedirler.

Bu nedenle, bu çalışma Türkiye’deki kadına yardım odaklı STK’ların PR 2.0 kullanımını ve kaynak bulmada PR 2.0 ‘den yararlanıp yararlanmadıklarını analiz etmektedir. Bu çalışmada bu iki gösterge sorular aracılığıyla Türkiye’deki kadına yardım odaklı STK’ların araştırılması amaçlanmıştır; “Türkiye’deki kadına yardım odaklı STK’lar PR 2.0’yi kullanıyorlar mı?” ve “Kaynak bulmada PR 2.0’den yararlanıyorlar mı?”.

Bu çalışmada hem nitel ve nicel yöntemler kullanılmaktadır. Kütüphane kaynakları, çevrimiçi kaynaklar ve anket verileri iki araştırma sorusuna cevap vermek için kullanılmıştır. Araştırma bulguları Türkiye’deki kadına yardım odaklı STK’ların PR 2.0 kullanmadıklarını ve kaynak bulmada PR 2.0’den faydalanmadıklarını göstermektedir. Türkiye’deki kadına yardım odaklı STK’lar çoğunlukla yenilikçi yolları denemek yerine geleneksel yolları tercih etmektedirler. İletişim süreçlerinde ve kaynak bulmada geleneksel halkla ilişkiler yollarını verimli olarak kullanmaya devam etmektedirler.

Introduction

Woman issues are one of the notable issues in Turkey. Today, there are still many women in Turkey who are forced to do something, abused psychologically and physically, or who want to improve themselves to earn their living. In this sense, Non Profit Organizations (NPOs) have important missions such as listening to the women's problems, finding them solutions, creating activities to enhance the public awareness and finding resource in particular. Yet, there is an inadequate confidence resulting from the deficiencies in NPOs in Turkey when they are compared with the international NPOs (Dursun&Becerikli, 2008). The biggest deficiencies of NPOs in Turkey are that they do not improve themselves in communication and they do not keep up with the innovations. Because of these deficiencies, their supporters do not have proper information about the NPOs and the absolute confidence between organizations and supporters can not be provided. However, almost all international NPOs in the present utilize Public Relations 2.0 (PR 2.0) applications, which are the online PR applications, in order to provide the best aid to their target publics. Through PR 2.0 applications, all these international NPOs can communicate with their target publics directly, inform them, announce the activities to the millions, be organised for events, keep the most recent actual news speedily, prevent themselves from potential crisis, find resources easily and so forth. But, when it is regarded in woman aid oriented NPOs in Turkey, it is understood that they are not aware of PR 2.0. Although social media makes communication easier, people are not informed about the benefits of the social media, which is the one and the most efficient channel of PR 2.0 applications. For this reason, this study aimed to search the woman aid oriented NPOs in Turkey in their usage of PR 2.0 applications and utilizing it in resource finding.

Conceptualizing PR 2.0

Web 2.0 is a term which has come up with Tim O'Reilly in the O'Reilly Media conference in 2004. Web 2.0 expresses second generation Internet based web services such as communal networks, free encyclopedias with Web based forums, podcasts and the other online sites providing association and sharing (Mutlu,2010). Web 2.0 which is also known with social media name, allows users to interact and collaborate with each other in a social media dialogue as creators (prosumers) of user-generated content in a virtual community, in contrast to Web sites where users (consumers) are limited to the passive viewing of content that was created for them. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, Web applications, mashups and folksonomies. Web 2.0 period brings the online world concept to the agenda. And, online world concept has brought a global dimension into the Internet. New platforms created in internet have become inspirer to free ideas, opinions of users. World has met social networks in a short time with Web 2.0 and these social networks have become a necessary part of individual and communal life (Onat&Alikılıç,2008). Web 2.0 term transforms the users from passive to active on the contrary of Web 1.0. The transformation of Internet to the user oriented dimension has both increased the user count and had a power in sharing globally between users. With this transformation of Internet to the Web 2.0, events of public relations have changed and started adapting into it. Thus "PR 2.0" term has emerged. 2.0 in the term of PR 2.0 referring the shape of communication and public relations. Its mass communication channel is social so it is named as social media. Social media is the most interactive and most social in mass communication tools (Castells,2007).

The new notion which is "user generated content" has arised with Web 2.0. It refers sharing between users. The users send, inform each others about themselves, products, brands, services and so many things. It is important that they generate these datas and share with each other. It is another significant notion is the prosumer coming up with Web 2.0. It is formed by the combination of producer and consumer. In the present, prosumers have an active role at internet; they both produce knowledge such as sharing videos, pictures, their ideas and consume all these using same Internet platforms. Mehmet Nuri Çankaya, Marketing Manager of Microsoft Turkey, says that there is 30 million prosumers all around the world using only Live Messenger (Çankaya,2010). The prosumers form their own circulation that they create their datas and also consume by sharing them with other users. That's why Web 2.0 in other words social media has become widespread communication tool. Prosumer can form, share, change, send, orient unlimited content so that it is the key point of public relations. All these datas which are formed, shared, changed, sent, oriented, have directed by the

prosumers, not by the public relation experts of any brand or any company. Because of this, public relations experts and practitioners have started to design new programs to reach all prosumers towards in these questions where (which social media platforms), when and how all prosumers contact with each other and they also have realized the surprising effects in social media used by prosumers. Because, the prosumers announce their voices not only to millions, but also to firms at the same time. The firms have started to keep social media to connect with millions; their consumers and also potential consumers. With these new communication process, public relations has evolved into Public Relations 2.0 which is related to interaction of online societies, online conversations, online relations. As a result of this evolution, public relations have started to use social media platforms to communicate directly with their stakeholders without using any communication channel. It is obvious that PR 2.0 gains the power from Web 2.0, and it is affected by social media sites and applications. Social media is a mass communication tool so it is a natural context keeping the conversations and the feedbacks of its target public. Moreover, social media has created new sharings which are discrepant from old communication tools, more interactive, more inquisitorial, easier and, 7/24 applicable. Briefly, social media has created the newest group that this group has altered completely the shape of sharing and data collection in communication (Solis,2008).

Theoretical Approaches Through PR 2.0

According to post-positivist theory, specialists can explain, predict and control the masses through media. For example, researchers who want to explain the relationship between political advertisings, predict which commercials will be most effective, and control the voting behaviour of targeted citizens would, of necessity, rely on post positivist theory (Baran&Davis, 2006). PR 2.0 practitioners and professionals working on social media, can analyse their target publics and explain their mutual or different characteristics. As a result of the analysis, PR 2.0 practitioners and professionals can predict what kind of products, events or services they want and depending on datas they can form their media strategies.

Harold Lasswell's Propaganda Theory emphasizes that media lie to people in order to control them. People need to be slowly prepared to accept radically different ideas and actions. Communicators need a well-developed, long term campaign strategy in which new ideas and images are carefully introduced and then cultivated. Symbols must be created, and people must be gradually taught to associate specific emotions with these symbols. If these cultivation strategies are successful, they create what Lasswell referred to as master or collective symbols (Baran&Davis, 2006). Master symbols are associated with strong emotions and possess the power to stimulate beneficial large-scale mass action if they are used wisely. In contrast with magic bullet notions, Lasswell's theory envisioned a long and quite sophisticated conditioning process. Exposure to one or two extremist messages would not likely have significant effects. According to Lasswell, successful social movements gain power by propagating master symbols over a period of months and years using a variety of media. For example, the emotions we experience when we see the national flag are not the result of a single previous exposure to it. Rather, we have observed the flag in countless past situations in which a limited range of emotions were induced and experienced. The flag has acquired emotional meaning because of all these previous experiences. When we see the flag on television with patriotic music in the background, some of these emotions may be aroused and reinforced (Baran&Davis, 2006). As it is understood in Lasswell theory, PR 2.0 practitioners and professionals use the same way which is well-developed, long term campaign strategies with effective messages, musics and symbols in social media platforms to attract attention of masses. For instance, many brands share their publicity campaigns or commercials in social media platforms to make a sense over the target public. Because, all campaign logos, symbols or commercials have a crucial effect on people. PR 2.0 practitioners and professionals of the brands also put impressive pictures while presenting their events or social responsibilities.

According to Paul Lazarsfeld's Two-Step Flow Theory, the ideas that messages pass from the media, through opinion leaders, to opinion followers. Katz and Lazarsfeld reported that opinion leaders existed at all levels of society and that the flow of their influence tended to be horizontal rather than vertical. Opinion leaders influenced people like themselves rather than those above or below them in the social order. Opinion leaders differed from followers in many of their personal

attributes—they were more gregarious, used media more, were more socially active— but they often shared the same social status (Baran&Davis, 2006). With this explanation, it can be said that social media platforms are not limited with some executives and expert opinion leaders like in other mass media tools such as television, radio and newspapers. Because Web 2.0, namely social media platforms allow people to be prosumers. It is not important whether or not they are professionals or experts to create user-generated contents. For instance, bloggers are opinion leaders. Every of them share their ideas about fashion, music, sport, cars and so forth and each of them interpret the same issue differently. Although they are not a singer, actors & actresses, they can influence the masses quickly. Because they are average joes as me, you and others and that's why they are more liked by masses. Besides, through the two way communication in social media platforms, prosumers who are opinion leaders and consumers can communicate directly eachothers. When the opinion leader follower, namely consumer shared an idea, he or she can be prosumer at the same time. As a result, it is possible that everybody sharing different ideas can be opinion leader. Because of this, PR 2.0 practitioners and professionals not solely keep the accepted opinion leaders, but also the masses relevant to their brands.

Information/innovation diffusion theory developed by Everett Rogers in 1962, is a source-dominated theory that sees the communication process from the point of view of an elite that has decided to diffuse information or an innovation. Rogers assembled data from numerous empirical studies to show that when new technological innovations are introduced, they will pass through a series of stages before being widely adopted. First, most people will become aware of them, often through information from mass media. Second, the innovations will be adopted by a very small group of innovators, or early adopters. Third, opinion leaders learn from the early adopters and try the innovation themselves. Fourth, if opinion leaders find the innovation useful, they encourage their friends—the opinion followers. Finally, after most people have adopted the innovation, a group of laggards or late adopters make the change (Baran&Davis, 2006,p.173). In other words, information/innovation diffusion theory explains how innovations are introduced and adopted by various communities.

Marshall McLuhan's idea which is medium is the message that new forms of media transform our experience of ourselves and our society, and this influence is ultimately more important than the content of specific messages (Baran&Davis, 2006). For instance, PR 2.0 practitioners and professionals share an event related to their brands and projects. And followers not only keep the messages but also share their ideas about the content. It indicates that every medium is the message, and the messages transform person to person. Besides, Marshall McLuhan used the term global village to refer to the new form of social organization that would inevitably emerge as instantaneous electronic media tied the entire world into one great social, political, and cultural system. He also proclaimed media to be the extensions of man that media literally extend sight, hearing, and touch through time and space (Baran&Davis, 2006) . Through social media, all internet users keep the news immediately at the same time with world and also they can share their ideas instantly so it is hard to say social media usage depends on the place and time. Because, social media brings the global life. It is not important where you are or what time it is in place you live. But it is important what you keep and what you share to be a part of this global village.

Non-Profit Organizations and Resource Finding

Non Profit Organizations (NPOs) predominately engage in welfare activities especially in those areas where the government of a country is unable to provide those services. In other words, they help government in achieving their welfare goals. Smith and Danelszen emphasize that these days NPOs are becoming a big business all over the world (Coskun,2007). In United States there are currently over 1.5 million NPOs (Coskun,2007). According to Lattimore, The United States has the largest non-profit sector in the world which includes approximately 1.6 million non-profit organizations, more than 8 million employees and 80 million volunteers (Lattimore& et.al.,2004). Anheir highlights that Great Britain, Canada, Australia, France and Germany also have large non-profit sectors. However, NPOs present in these countries are quite different from each other because of political, cultural, religious and sociological differences (Anheir,2005). According to Smith and Danelszen, many people who share similar interests, hobbies, or thoughts come together as an

organization or club for people who need help such as children, or older people. They generally undertake activities for specific charitable purposes. These type of organizations are called non-profit organizations (Coskun,2007). Anderson describes NPOs as tax free organizations and their main purpose is to support an issue of public concern for non-commercial purposes (Coskun,2007). Rowh explains that NPOs have a special place in a society. NPOs are different from a business organization because there are no owners and their mission is not to earn money for profit (Coskun,2007).

NPOs need human resource, financing, physical entities, functional information. These four needs which are important for the NPOs are explained below.

Human resource: Human Resource in NPOs can be examined in two dimensions. One is professional human resource and second is volunteer human resource. Professional human resource are chairman, vice chair, general secretary, manager, coordinator, group president, the assistants and etc. in the management departments of NPOs. Others are the people who want to help willingly for the mission of NPOs. However, human resource in NPOs is indicated generally in the name of volunteering (STGP, 2005).

Financing: Although NPOs are the organizations which are not profit oriented organizations, they need a financial support to achieve their missions. They try to apply big projects and activities with minimum finance. Because of it, the biggest reason of NPOs is the financial support finding. Financial supports can be individuals, other NPOs, companies and governmental institutions (Kotler and Andreasen, 2000). In the financing of NPOs human resource is the primarily financial support, because they pay the dues for their memberships. On the other hand, donation campaigns, kermises, auctions contribute to financing of NPOs. Besides, the financial support coming from companies and governmental institutions have an important place in NPOs. For example, government does regulations to support NPOs. In this issue, government presents financial opportunities such as taxfree concession to companies supporting NPOs.

Physical entities: NPOs need a place to be founded legally. Besides, they need all equipments from all telecommunication devices to needed facilities which are used in the place. Furthermore, the wealthy individuals can present their a part of their incomes or properties as charity purpose to NPOs. This issue appears in 4721 numbered Turkish Civil Law's 101. item as of "The whole of property or every kind of incomes and the rights having economic value which are materialized or understood to materialize can be made over to a charitable foundation" (<http://www.tbmm.gov.tr/kanunlar/k4721.html>).

Functional information: Having a proper information is important for the NPOs. It is emphasized that 85% of success results from active communication and 70% of failures results from faulty communication in present day organizations (Akgemci, et. al., 2003). There may be communication problems between managers and professional workers or chairman and volunteers and so forth (Tosun, 2006). For this reason, NPOs have to organize an effective and sustainable communication between all units in the organization and also its external stakeholders. In this context, NPOs can arrange routine educations to both their workers and volunteers such as fundamental communication, Internet communication, time management, crisis management, motivation and coaching educations (http://www.volunteeringnthqld.org.au/about_volunteering.htm).

Research:

Ten woman aid oriented NPOs in Turkey; Kadın Emegini Değerlendirme Vakfı "Foundation for the Support of Women's Work (FSWW)", Mor Çatı Kadın Sığınağı Vakfı "Mor Çatı Women's Shelter Foundation", Anne-Çocuk Eğitim Vakfı "The Mother & Child Education Foundation", Anne ve Bebek Sağlığı Vakfı "The Mother and Health Foundation", Kadın Sorunlarını Araştırma Derneği "Association of Women's Issues", Kadın Haklarını Koruma Derneği "The Protection of Women's Rights Organization", Kadın Girişimciler Derneği "Women Entrepreneurs Association of Turkey", Kadın Adayları Destekleme ve Eğitim Derneği "The Association for The Support and Training of Women Candidates", Uçan Süpürge Kadın İletişim ve Araştırma Derneği "**Flying Broom Woman Communication and Research Organization**", Kadın İnsan Hakları- Yeni Çözümler Derneği "Women for Women's Human Rights (WWHR) – New Ways" were chosen to research. Datas related to ten woman aid oriented NPOs were collected from their Web sites. Informations include the

reasons of the organizations' foundation with the lack of works made for women in Turkey and their fundamental aims and activities. As a limitation, one of the ten NPOs do not have its own Web site so its datas were collected from another actual Web site focusing on women.

The survey was prepared to find out the social media use of the ten woman aid NPOs in Turkey chosen for the research and to resolve if they are aware of the importance of PR 2.0 in resource finding or not. After preparation of the survey which was done according to indicators appearing in Literature Review, face validity was practiced to make sure the survey validity. The indicators of the survey were related to PR 2.0 application of NPOs and social media usage of NPOs in resource finding.

The codes were determined to analyse the survey in SPSS program.

Every NPO in the research were coded but tenth NPO which is Kadın İnsan Hakları- Yeni Çözümler Derneği "Women for Women's Human Rights (WWHR) – New Ways" withdrew from the research at the last moment so the research was done with the nine NPOs. 16 main questions (except the comment questions) and their subquestions and their options in the survey were coded separately. Each positive and answered or signed questions were named 1 code, and each negative and unanswered or unsigned questions were named 2 code. After coding, datas were evaluated in SPSS program.

Survey findings

The survey findings are given in tables below. Tables' names refer the contents of each questions, and the matters appearing in the tables refer the options of questions in the survey.

Table 1.1: Web site ownership

Web site ownership	N	% of Total N
NPOs with a Web site	8	88,9
NPOs without a Web site	1	11,1

According to Table 1.1 referring 1. question in the survey, 8 NPOs answered positively although 1 NPO answered negatively. It indicates that all of eight NPOs have their Web sites. The percentage terms of 1. question in the survey are indicated in the table above.

Table 1.2: Aims of the Web sites

Aims of the Web sites	N	% of Total N
To give and collect information	7	77,7
To emphasize the image of NPO	4	44,4
To communicate	5	55,5
To provide the familiarness	4	44,4
To increase the target public or supporters	3	33,3
Other	4	44,4

Regarding to Table 1.2 referring 2. question in the survey; NPOs can sign more than one choice in the survey questions so Table 1.2 indicates that NPOs use their Web sites with more than one aim. 7 NPOs use their Web sites to give and collect information, 4 NPOs use their Web sites to emphasize their images, 5 NPOs use their Web sites for communication, 4 NPOs use their Web sites to provide their familiarnesses, 3 NPOs use their Web sites to increase their target public or supporters, and 4 NPOs use their Web sites for other reasons. Three of the NPOs signing "other" choice, have a Web site without any aim. They have a Web site only to have one so they do not use their Web sites actively. One of that four NPOs signing "other" choice, use the Web site to have a prestige. The percentage terms of 2. question in the survey are indicated in the table above.

Table 1.3: Frequency of NPOs' updates

Frequency of NPOs' updates	N	% of Total N
Once a month	1	11,1
Once a three months	-	
Once a six months	-	
Once a year	1	11,1
Never	1	11,1
Other	6	66,6

Regarding to Table 1.3 referring 3. question in the survey; one of nine NPOs update their Web sites once a month, other NPO update their Web sites once a year, and another NPO never updates their Web sites. And other 6 NPOs update their Web sites when they only want, check and need to share new informations. The percentage terms of 3. question in the survey are indicated in the table above.

Table 1.4: Feedback part in the Web sites

Feedback part in the Web sites	N	% of Total N
NPOs which have a part in their Web sites to get feedback	7	77,8
NPOs which do not have any part in their Web sites to get feedback	2	22,2

According to Table 1.4 referring 4. question in the survey, 7 NPOs answered positively although 2 NPOs answered negatively. It indicates that seven of them have a feedback part in their Web sites. The percentage terms of 4. question in the survey are indicated in the table above.

Table 1.5: Channels to get feedback

Channels to get feedback	N	% of Total N
E-mail	7	77,8
Forum	-	
Blog	-	
Messenger	-	
Social Media sites	2	22,2
Other	-	

Regarding to Table 1.5 referring b of 4. question in the survey, 7 NPOs get feedback with e-mail, and two of them get feedback via Social Media sites. None of them use forum, blog, messenger or other channels to get feedback. The percentage terms of b in 4. question in the survey are indicated in the table above.

Table 1.6: The importance of Social Media

The importance of Social Media	N	% of Total N
NPOs which accept the importance of Social Media	6	66,7
NPOs which do not accept the importance of Social Media	3	33,3

Regarding to Table 1.6 referring 5. question in the survey, 6 NPOs answered positively although 3 NPOs answered negatively. It indicates that six of them accept the importance of Social Media and three of them do not accept the importance of Social Media. The percentage terms of 5. question in the survey are indicated in the table above.

Table 1.7: Appearing in Social Media

Appearing in Social Media	N	% of Total N
NPOs which appear in Social Media	6	66,7
NPOs which do not appear in Social Media	3	33,3

According to Table 1.7 referring a of 6. question in the survey, 6 NPOs answered positively although 3 NPOs answered negatively. It indicates that six of them appear in Social Media and other three of them do not appear in Social Media. The percentage terms of a in 6. question in the survey are indicated in the table above.

*It is indicated in Table 1.6 and Table 1.7 that 6 organizations accept the importance of Social Media and appear in Social Media. Three of them do neither accept the importance of Social Media nor appear in Social Media. But, one of them accepting the importance of Social Media does not appear in Social Media. It explains that although the organization is conscious of the importance of Social Media, it does not prefer to benefit from Social Media. Besides, another of them giving negative response to the importance of Social Media, appear in Social Media. It explains that although the organization does not accept the importance of Social Media, it appears in Social Media. In other words, that organization can not benefit from Social Media efficiently.

Table 1.8: Social Media channels

Social Media channels	N	% of Total N
Facebook	6	66,6
Twitter	5	55,5
Google+	1	11,1
Youtube	3	33,3
LinkedIn	-	
Other	3	33,3

Regarding to Table 1.8 referring b of 6. question in the survey; NPOs can sign more than one choice in the survey questions so Table 1.8 indicates that some NPOs appear in a few Social Media channels. 6 NPOs use Facebook, 5 NPOs use Twitter, 1 NPO use Google+, 3 NPOs use Youtube, none of them use LinkedIn and three of them use other channel which is MySpace. The percentage terms of b in 6. question in the survey are indicated in the table above.

Table 1.9: Control of Social Media

Control of Social Media	N	% of Total N
NPOs which have a private unit to control Social Media	4	44,4
NPOs which get help from a private company to control Social Media	-	
NPOs which get help from another source to control Social Media	2	22,2

According to Table 1.9 referring 7. question in the survey, 4 NPOs have a private unit in their NPOs to control their Social Media usage. None of them get help from a private company to control their Social Media usage. Two of them try to control their Social Media usage with

themselves unprofessionally instead of forming a private unit in the NPO or getting help from a private company. As it is understood that, 6 NPOs answer this question. Three of nine NPOs do not appear in Social Media channels so they do not answer this question. The percentage terms of 7. question in the survey are indicated in the table above.

Table 1.10: New target public through Social Media

New target public through Social Media	N	% of Total N
NPOs which can form new target public through Social Media	5	55,6
NPOs which can form new target public through Social Media	4	44,4

Regarding to Table 3.10 referring 8. question in the survey, 5 NPOs answered positively although 4 NPOs answered negatively. It indicates that five of 6 NPOs appearing in Social Media channels can form the new target public by Social Media. The percentage terms of 8. question in the survey are indicated in the table above.

Table 1.11: Direct communication with target public through Social Media

Direct communication with target public through Social Media	N	% of Total N
NPOs which can make direct communication through Social Media	6	66,7
NPOs which can not make direct communication through Social Media	3	33,3

According to Table 3.11 referring a of 9. question in the survey, 6 NPOs answered positively although 3 NPOs answered negatively. It indicates that six of them accept that Social Media provide a direct communication with their target public. The percentage terms of a in 9. question in the survey are indicated in the table above.

Table 1.12: Comparison of traditional and online PR application in direct communication

Comparison of traditional and online PR applications in direct communication	N	% of Total N
NPOs which accept the activeness of traditional PR applications	6	66,7
NPOs which accept the activeness of online PR applications	3	33,3

Regarding to Table 3.12 referring b of 9. question in the survey, 6 NPOs accept that Traditional PR applications using traditional media channels (newspaper-magazine-bulletin etc) are more active in their direct communication. 3 NPOs accept that PR 2.0 applications using Social Media channels (Facebook-Twitter-blogs etc) are more active in their direct communication. The percentage terms of b in 9. question in the survey are indicated in the table above.

*Table 1.11 indicates that 6 NPOs accept that Social Media provide a direct communication with their target public and Table 1.12 indicates that 3 NPOs accept that Online PR applications are more active in their direct communication. Data explain that three of six NPOs appearing in Social Media channels and making direct communication with their target public through Social Media, think that traditional PR applications are more active in direct communication when it is compared with online PR applications.

Table 1.13: Prevention of crisis thanks to feedbacks in Social Media

Prevention of crisis thanks to feedbacks in Social Media	N	% of Total N
NPOs which can prevent the crises thanks to feedbacks in Social Media	4	44,4
NPOs which can not prevent the crises thanks to feedbacks in Social Media	5	55,6

Regarding to Table 1.13 referring a of 10. question in the survey, 4 NPOs answered positively although 5 NPOs answered negatively. It indicates that four of them can prevent any crisis thanks to a feedback or suggestion they have gotten in Social Media. As it is understand that four of six NPOs appearing in Social Media channels, can prevent the crises thanks to feedbacks in Social Media. The percentage terms of a in 10. question in the survey are indicated in the table above.

Table 1.14: Analyzing the target public in Social Media

Analyzing the target public in Social Media	N	% of Total N
NPOs which can analyze the target public in Social Media	4	44,4
NPOs which can not analyze the target public in Social Media	5	55,6

According to Table 1.14 referring a of 11. question in the survey, 4 NPOs answered positively although 5 NPOs answered negatively. It indicates that four of them can analyze and fix the interests of their target public in Social Media. As it is understand that four of six NPOs appearing in Social Media channels, can analyze their target public in Social Media. The percentage terms of a in 11. question in the survey are indicated in the table above.

Table 1.15: Interaction with target public in network groups

Interaction with target public in network groups	N	% of Total N
NPOs which can interact with target public in network groups	3	33,3
NPOs which can not interact with target public in network groups	6	66,7

According to Table 1.15 referring a of 12. question in the survey, 3 NPOs answered positively although 6 NPOs answered negatively. It indicates that three of them can interact with their target public in network groups they have formed in Social Media sites. As it is understand that three of six NPOs appearing in Social Media channels, can interact with their target public in network groups. The percentage terms of a in 12. question in the survey are indicated in the table above.

Table 1.16: Spread of message in Social Media

Spread of message in Social Media	N	% of Total N
NPOs which accept the spread of message in Social Media	6	66,7
NPOs which do not accept the spread of message in Social Media	3	33,3

Regarding to Table 1.16 referring a of 13. question in the survey, 6 NPOs answered positively although 3 NPOs answered negatively. It indicates that six of them accept that Social Media provide any effect (for example, a word of mouth marketing) in the spread of their messages. As it is understand that all of six NPOs appearing in Social Media channels, are conscious about the spread of message in Social Media. The percentage terms of a in 13. question in the survey are indicated in the table above.

Table 1.17: Measurement of spread of messages

Measurement of spread of messages	N	% of Total N
NPOs which can measure the spread of message	4	44,4
NPOs which can not measure the spread of message	5	55,6

According to Table 1.17 referring b of 13. question in the survey, 4 NPOs answered positively although 5 NPOs answered negatively. It indicates that four of them can measure the spread of the messages. As it is understand that four of six NPOs appearing in Social Media channels, can measure the spread of their messages. The percentage terms of b in 13. question in the survey are indicated in the table above.

Table 1.18: Activist works through Social Media

Activist works through Social Media	N	% of Total N
NPOs which accept the effectiveness of Social Media in activist works	7	77,8
NPOs which do not accept the effectiveness of Social Media in activist works	2	22,2

Regarding to Table 1.18 referring 14. question in the survey, 7 NPOs answered positively although 2 NPOs answered negatively. It indicates that seven of them accept that Social Media sites are effective in activist works in Turkey. As it is understand that 2 NPOs which do not appear in any Social Media channels, are conscious about the effectiveness of Social Media channels in activist works. The percentage terms of 14. question in the survey are indicated in the table above.

Table 1.19: Finding resource in Social Media

Finding resource in Social Media	N	% of Total N
NPOs which use the Social Media to find resource	3	33,3
NPOs which do not use the Social Media to find resource	6	66,7

According to Table 1.19 referring a of 15. question in the survey, 3 NPOs answered positively although 6 NPOs answered negatively. It indicates that three of them use Social Media channels to find the resource (every kind of support and supporter) for their NPOs. As it is understand that three of six NPOs appearing in Social Media channels, can not find any resource in Social Media channels. The percentage terms of a in 15. question in the survey are indicated in the table above.

Table 1.20: Finding resource choices

Finding resource choices	N	% of Total N
Human resource	3	33,3
Financing resource	1	11,1
Physical entity resource	1	11,1
Functional information resource	1	11,1

Regarding to Table 1.20 referring b of 15. question in the survey, all of three NPOs which use Social Media channels to find resource finding, can reach human resource. Besides, one of these three NPOs can reach financing resource, another of these three NPOs can reach physical entity resource and another one of these three NPOs can reach functional information resource in Social Media channels. The percentage terms of b in 15. question in the survey are indicated in the table above.

Table 1.21: Finding resource in Social Media channels

Finding resource in Social Media channels	N	% of Total N
Facebook	2	22,2
Twitter	2	22,2
Google+	-	
Youtube	-	
LinkedIn	-	
Other	1	11,1

Regarding to Table 1.21 referring c of 15. question in the survey, two of three NPOs which use Social Media channels to find resource finding, benefit from both Facebook and Twitter to find resource. One of three NPOs which use Social Media channels to find resource finding, benefit from other channel which is MySpace to find resource. None of them prefer Google+, Youtube, LinkedIn to find resource. The percentage terms of c in 15. question in the survey are indicated in the table above.

Table 1.22: Keeping of opinion leaders in Social Media

Keeping of opinion leaders in Social Media	N	% of Total N
NPOs which keep the opinion leader in Social Media	4	44,4
NPOs which do not keep the opinion leader in Social Media	5	55,6

According to Table 1.22 referring a of 16. question in the survey, 4 NPOs answered positively although 5 NPOs answered negatively. It indicates that four of them keep opinion leader/s in Social Media. The percentage terms of a in 16. question in the survey are indicated in the table above.

Table 1.23: Use of the informations getting from opinion leader/s

Use of the informations getting from opinion leader/s	N	% of Total N
NPOs which only share the informations getting from opinion leader/s	1	11,1
NPOs which enhance the events in towards of the informations getting from opinion leader/s	3	33,3
NPOs which can find resource through the informations getting from opinion leader/s	-	

Regarding to Table 1.23 referring b2 of 16. question in the survey, One of four NPOs keeping opinion leader/s in Social Media, benefits from them to only share the information. Other three of four NPOs keeping opinion leader/s in Social Media, enhance the events in towards of the informations getting from opinion leaders/s. The percentage terms of b2 in 16. question in the survey are indicated in the table above.

According to these findings in the tables above, the following graphic indicates the overall results pertaining to the usage of PR 2.0 and utilizing from it in resource finding of woman aid oriented NPOs.

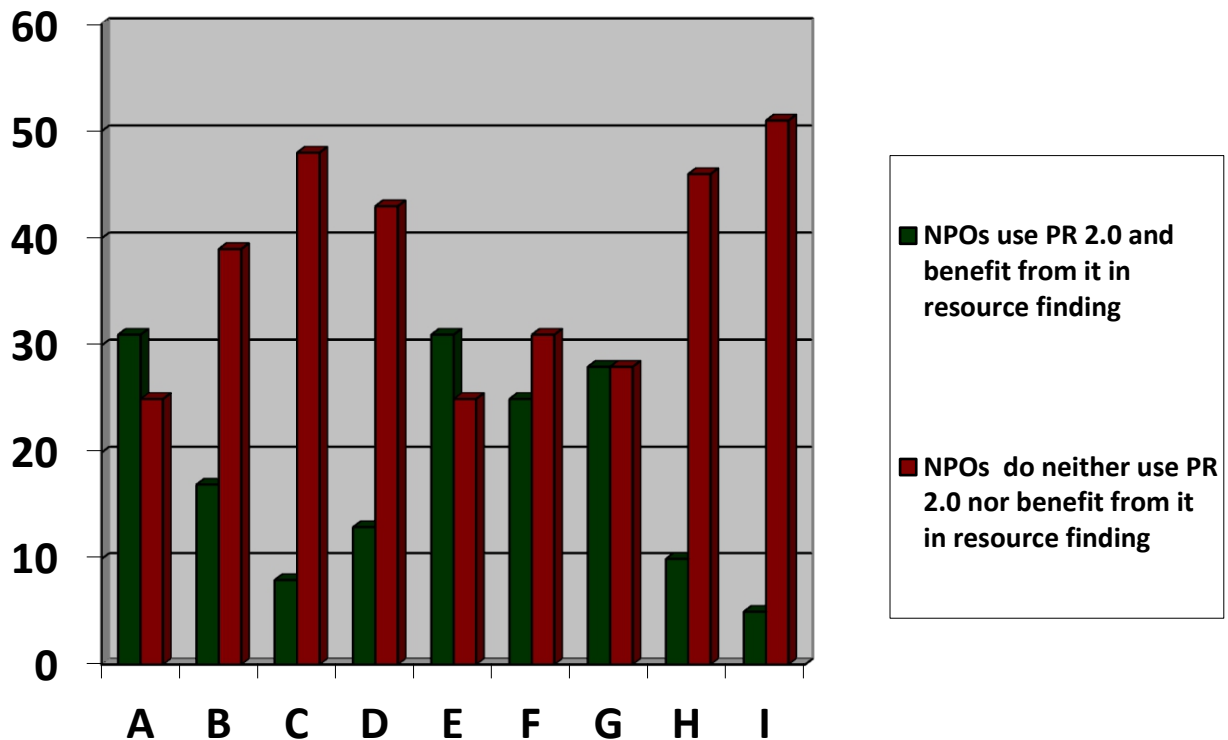


Figure 1.1: The rate of answers

The graphic above indicates the rate of answers. 9 NPOs were alphabetically and randomly named in this graphic not to give organizations' names directly. Although green rates indicates that NPOs use PR 2.0 and benefit from it in resource finding, red rates indicates that NPOs do neither use PR 2.0 nor benefit from it in resource finding. In the total, woman aid oriented NPOs in Turkey which are chosen for the research do not use PR 2.0 and benefit from PR 2.0 applications in resource finding.

Conclusion

“Do woman aid oriented NPOs in Turkey use PR 2.0? and “Do they benefit from PR 2.0 in resource finding?” questions were the indicators of the study. According to the research findings, woman aid oriented NPOs in Turkey do neither use PR 2.0 nor benefit it in resource finding. Moreover, they are not aware of the importance of the social media. Even if one of them accepts the importance of social media, generally they still prefer the traditional media channels such as newspaper, bulletin, magazines and they do not even try the PR 2.0 applications.

PR 2.0 is not only composed of social media. There are seven elements of PR 2.0 except the social media; Corporate Web sites, e-mail groups, search engines, media share sites, forums-news-argument groups, wiki, and blogs. But social media is most effective tool of PR 2.0 applications. It provides individual to individual, individual to group, and group to group interaction between people, firms and so forth. It is also the most interactive, social and necessary tool of our present in mass communication tools (Castells, 2007). Through social media sites, online communities can be created. Moreover, when it is regarded in post-positive theory, specialists can explain, predict and control the

masses through media. In this sense, social media gains more importance. Because, it is more easy to explain, predict and control the masses in social media compared with the traditional media. For instance, Starbucks which is a well known world brand all over the world is the one of those companies using the social media efficiently. PR practitioners of Starbucks present online surveys in their pages appearing in social media sites. Through the online surveys, they can analyze both their actual and potential target public. Besides, they can predict the choices of their target public about the beverages or foods. Thus, they can renew their menus. As in this example, there are a lot of firms, foundations, companies benefiting from the social media efficiently all over the world. It explains that not only profit organizations but also NPOs have to benefit from the social media. Through the social media, they can analyze their community, add new communities into their organizations and predict the abilities of people for the benefit of the organization. For example, after analyzing the characteristics of individuals through online surveys or forms in social media NPOs can determine which individual is more suitable for human resource or financial resource whether s/he is suitable for the organization.

NPOs have generally been slow in joining the social media revolution. According to Waters et al., NPOs use social media to streamline their management functions, interact with volunteers and donors, and educate others about their programs and services (Bosten, 2011). Social media channels are effective and efficient communication channels for NPOs not only to promote their causes but also to attract potential resources which are human, financing, physical entities, functional information resources. Besides, NPOs can maintain the relationships with current resources through usage of social media due to its interactivity. Today, more than 90% of top NPOs have donor-related Web pages and nearly 80% have a room to recruit volunteers (Jun, 2011). Furthermore, social media channels also allow NPOs to create profiles and they can have opportunities to communicate directly with their publics. Waters et al. have found that NPOs use social media networking sites to update their management functions to communicate with volunteers and donors, and to promote their programs and services (Bosten, 2011).

According to Erhan Çokkeçeci who is the director of fund raising and new media in Greenpeace Akdeniz, social media users are more active than other media followers so NPOs can reach the crucial main target public through social media channels. According to Tuğba Uğur who is communication manager of World Wildlife Fund for Nature Turkey (WWF Turkey), social media help them in two important points; one is related to attract the attention of social media visitors, second is the low budget. That is why WWF Turkey appears in the social media channels much more than traditional media channels. Moreover, Lara Akış Baruh who is the group chair of Wanda Socialist agency in Turkey, says that social media is the best suitable tool for the NPOs (<http://www.webrazzi.com/2011/06/22/sosyal-medya-stk>). People can both freely address themselves without hesitation in social media sites and gain time. In this context, it is connected by the time and space theory of Anthony Gidens. Because, we all are in the information era, and individuals reach the information by the help of technology. Thus people gain time through the technology. Because of that online applications are more beneficial so PR 2.0 applications, which are online PR applications, make us gain time.

Furthermore, social media sites provide social activism opportunity. For instance, uprising in Tunisia has started as youth rising and people have connected with each others by using social media. Egypt can also be indicated as a second example of digital activism during Arab Spring. Regarding the NPOs in Turkey, Turkish people have potential to attend this kind of activism via social media. For instance, animal welfare organizations' supporters have created an activity via social media as to win the public and to create a conscience about massacre of the animals for their furs.

In conclusion, all datas indicate that some NPOs in Turkey which are mostly global organizations, use PR 2.0 applications and benefit them in resource finding. However, according to research findings, local woman aid oriented organizations in Turkey, neither utilize PR 2.0 applications nor benefit them in resource finding. Nevertheless, it can be claimed that in the future, social media channels and other PR 2.0 applications will be more efficient for them to interact with their target public directly and to find various resources. Because of that, the woman aid oriented NPOs in Turkey have to catch today's online opportunities to enhance themselves like global organizations. For instance, they need to have knowledge about PR 2.0 applications and sites,

corporate Web sites, pages in Social Media channels. They also have to share videos, pictures, informations in order to attract attention of their audiences. Following studies may examine this crucial subject in Turkey and scrutinize the subject from other perspectives.

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