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**SOCIAL MEDIA DESCRIPTION VIA SOCIAL MEDIA TOOLS AND ANALYSIS  
OF 50 BIGGEST COMPANIES SOCIAL MEDIA USAGE IN TURKEY**

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***ABSTRACT***

The concept of social media is an important agenda for many profit and nonprofit organization. Social media has made it possible for one person to communicate with hundreds or even thousands of other people about product and companies. And also companies to communicate with their costumers and they manage their relationship on social media. Social media give an opportunity to companies business to business and business to customer interaction. Because of all these reason companies try to identify ways in which firms can make profitable use of social media tools.

In this paper will review the social media usage of 50 biggest companies of Turkey, adhering to the social media classification of Kaplan and Haelein. Kaplan and Haenlein classification of social media by social presence/media richness and self-presentation/self-disclosure and they found six different types of social media which has challenges and opportunities for companies.

Our aim in this study is to find out the comprehension and the usage of social media of Turkish companies by analyzing the biggest 50 company' s review results.

**Keywords:** Social media, corporate communication, relationship management