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The Use of Social Media in SMEs: A Case Study for Burdur, Turkey

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Abstract

In today's business world, social media tools (i.e. facebook, twitter, Linkedin, etc.) begin to play an important role in reaching and communicating with customers for businesses. However, the importance of using social media can't be still understood by SMEs so far. Businesses use different social media tools in various purposes in their life. In this research we aim to investigate the ideas of SMEs about social media and their aims of using social media tools. Data were collected from SMEs operating in Burdur by simple random sampling. The data obtained from the 84 questionnaires was entered to computer and statistical analysis was carried out by using SPSS 20 statistical program. In this study, reliability analysis was used firstly. Then, some descriptive analyses were carried out about using social media for SMEs. Finally, a frequency table regarding the social media usage in SMEs was given. As a result, it was seen that 82.1% of SMEs participating in this study have a social network page. Secondly, SMEs are using facebook social media network mostly. In addition, SMEs have expressed that they attend all statements involved in the use of social media scale.

Key words: Social Media, SMEs

JEL classification: M10, M15

Introduction

The process that began with the telegraph and ongoing with the participation of movie, telephone, radio and television to communication world has transformed the communication and brought a qualification simultaneously. In the results of the steps taken by the internet communication possibilities it offers, information and advanced technology have become basic requirements of being able to capture the age and sustainability. While 3G technologies, smart phones and the intersection of tablets were carrying the split-second speed of communication, we met the “social media” and “cooperation” concepts with the addition of them to basic functions of traditional media such as “communication”, “education” and “fun” (Peltekoğlu, 2012: 4). So that, today there is almost no area of social media use and people spend a significant portion of the time on these social media tools. SMEs using social media effectively can create superiority in many aspects such as corporate communications, competition, promotion and sales. Using social media is an important tool to influence the corporate reputation, increase the competitiveness and ensure opening to the world of SMEs.

Today, due to very intense interest and participation to social media scene, this issue is becoming more reasons to be discussed. For this reason, it is important to understand the nature of social media, the changes brought about as a new communication channel, the impacts and the reasons for taking place in social media for social media users. In national literature, there seems to be a gap on studies examining thoughts on social media and purpose of social media usage for SMEs. Hence, in this study, the purpose of using this tool and the perspectives on social media was investigated for SMEs. Questions prepared with questionnaire technic for survey have focused on two main problems: First, what are the aims of SMEs to use social media? Second, what are their thoughts on the use of social media for SMEs? With this study, it is aimed to made remarkable contribution to national literature in several respects.

Literature Review

Online trust has gained remarkable research attention (Corbitt, et al., 2003; Kim, et al., 2003; Urban, et al., 2009). Compiled from various literature, it is defined as the willingness to be vulnerable to the actions of the other party (e.g., an online vendor) based on the expectation of what the party would deliver. Trust typically deals with relationships between at least two parties. In the electronic commerce context, it could be a buyer's or a vendor's trust. The online vendors however tend to have more control on web-based transactions than the buyers. Such control includes the design of the stores, the technical security provided for customers or the back-end operation. As a result, the buyer's trust has been the prime issue of research including the current study.

The Concept of SMEs and SMEs in Turkey

SMEs play an important role in creating jobs and wealth in the Turkish economy. SMEs are an essential source of jobs, entrepreneurial spirit and innovation and are thus very important for encouraging the competitiveness. SMEs generally have the biggest shares in their countries' economies as well as they have vital places for the developed countries and developing countries and the most important roles and responsibilities have been provided to the SMEs.

As is seen in entire world, SMEs do not have unique description in Turkey. Many unities and organizations could describe themselves in some certain criterion. In accordance with the Cabinet decree issued in Official Gazette dated 04.11.2012 and numbered 28457 in Turkey, the SME is defined as follows (<http://www.resmigazete.gov.tr>): Small and Medium-Sized Enterprises are economic units and enterprises, classified as micro, small and medium-sized, employ less than 250 staff and have no more than 40 million TL in annual net sales or any of the financial balance sheet items. Micro enterprises are defined as firms with less than 10 employees and no more than 1 million TL in annual net sales or any of the financial balance sheet items. Small enterprises are firms with less than 50 employees and no more than 8 million TL in annual net sales or any of the financial balance sheet items. The number of employees for medium size enterprises must be less than 250 staff and less than 40 million TL in annual net sales revenue or any of the financial balance sheet items (Table 1).

Table 1: Criteria Used in the Definition of SME's in Turkey

Criteria	Micro sized business	Small sized business	Medium sized business
Number of staff	< 10	< 50	< 250
Annual net sales revenue	≤ 1 million TL	≤ 8 million TL	≤ 40 million TL
The total annual financial statement	≤ 1 million TL	≤ 8 million TL	≤ 40 million TL

In industry and service sectors 2,695,131 enterprises were active for the year 2013. SMEs constituted 99.8% of total number of enterprises, 74.2% of employment, 54.7% of wages and salaries, 63.8% of turnover, 52.8% of value added at factor cost and 53.3% of gross investment in tangible goods (TUIK Report, 2015).

The vast majority of SMEs were active in trade sector. At Statistical Classification of Economic Activities (NACE Rev. 2) section level, 39.9% of SMEs were active in wholesale and retail trade; repair of motor vehicles and motorcycles, 15.7% were active in transportation and storage; 12.6% were active in manufacturing industry.

Trade sector had the highest share of employment in SMEs. In wholesale and retail trade; repair of motor vehicles and motorcycles sector that had the highest share as number of enterprise, share of employment was 28.3%, share of wages and salaries was 23.9%, share of turnover was 50.9%, share of value added at factor cost was 27% and share of gross investment in tangible goods was 19%.

The proportion of the SMEs in 2014 was 56.4% in exports. In 2014, the rate of micro enterprises (1-9 employees) was 17.3%, small enterprises (10-49 employees) was 20.7%, medium-sized enterprises (50-249 employees) was 18.4% and large enterprises (250+) was 43.5% in exports. SMEs which took place in industry sector performed 35% of exports and SMEs whose main activity was trade, performed 60.7% of exports.

The proportion of the SMEs in 2014 was 37.8% in imports. The rate of micro enterprises (1-9 employees) was 6.2%, small enterprises (10-49 employees) was 13.2%, medium-sized enterprises (50-249 employees) was 18.4% and large enterprises (250+) was 62.2% in imports. SMEs took place in industry sector, performed 33.3% of imports and SMEs whose main activity was trade, performed 59.5% of imports.

Exports of SMEs to the Europe were 48.1%. According to foreign trade by country groups, the proportion of exports to European Countries and Asian countries made by the SMEs was 48.1% and 35.5% for 2014. The rate of European Countries was 50.5% and Asian Countries was 39.8% in imports. 91.6% of SMEs exports were industrial products. The proportion of "wearing apparel" was 15%, "textiles" was 10.4% and "basic metals" was 9% for exports. SMEs imported "chemicals and chemical products" as a rate of 16.2%, "machinery and equipment not elsewhere classified" was 12.3% and "basic metals" was 11.9%.

SMEs in manufacturing industry worked with low technology level. While 60.8% of SMEs in manufacturing industry worked with low technology level, 55.1% of employment and 43.6% of value added at factors costs were generated by these enterprises.

With regards to size class, 61.4% of SMEs with 1-19 persons employed worked with low technology, 30.2% of SMEs worked with medium-low technology and 8.2% of SMEs worked with medium-high technology. While in SMEs with 20-49 persons employed the shares in same technology levels were respectively 54.3%, 27.7% and 17.1% in SMEs with 50-249 persons employed the shares were 50.4%, 30.5% and 17.6%. It was seen that in three size class, more than half of employment was low technology SMEs.

In 2014, 17.4% of R&D expenditure was performed by SMEs. Gross Domestic Expenditure on R&D in Turkey was 17 billion 598 million TL in 2014. 17.4% of R&D expenditure that is 3 billion 61 million TL was performed by SMEs. Total number of Full Time Equivalent (FTE) R&D personnel was 115 444 in 2014. Regarding FTE R&D personnel distribution, 26.5% was employed in SMEs.

According to the survey results on Information and Communication Technology (ICT) Usage in Enterprises in 2015, 92.5% of enterprises with 10 or more employees used the Internet. This ratio was 92.2% of SMEs.

In 2015, 95.2% of enterprises used computer, 65.5% of enterprises has their own website and 92.4% of enterprises used broadband connection to access the Internet, while DSL was the most widely-used broadband connection type with 88.1% among all enterprises. At the same period, these ratios were 95%, 64.6%, 92.2% and 88% in SMEs respectively.

The proportion of enterprises that used the Internet for interaction with public authorities was 81.4% in 2014. This ratio was 81% in SMEs. 12.4% of enterprises received orders for products or services via web pages or Electronic Data Interchange (EDI) in 2014. This percentage was 10.4 in SMEs.

According to the innovation survey results in the three year period of 2012-2014, 51.3% of enterprises with 10 or more employees were classed as being innovative. This ratio was 50.8% in SMEs. Considering the number of employees, proportion of innovative SMEs with 10-49 employees were 49.3% and 57.5% for SMEs with 50-249 persons employed. The percent of innovative SMEs in industry was 53.5 and 47.5 in services sector.

In the three year period of 2012-2014, 37.4% of SMEs with 10-249 persons employed were classed as product and/or process innovative including ongoing and abandoned innovation activities. In the same period, per cent of SMEs with ongoing innovation activities was 20 while per cent of enterprises with abandoned innovation activities was 5.5. 40.5% of SMEs with 10-249 persons employed were classed as organisational and/or marketing innovative. In this context; while 27.9% of enterprises engaged in organisational innovation, 33.4% of them engaged in marketing innovation.

The Concept of Social Media

Very fast progress in technology and communication has led to the introduction of many new concepts into our lives. One of these concepts is social media. Although there is no generally accepted common definition across the social media, it refers to the concept of social websites as social media. According to Boyd (2008: 92), in terms of social media, it represents the tools, services and applications totally that allows users to interact with each other by using network technologies. According to Kaplan and Haenlein (2010: 61), social media created by users, allowing production and sharing content, built on Web 2.0 technology, is the foundation of internet-based applications group.

Today, social media platforms used in an active way are global online platforms. These platforms are domains actively used by every age group and every user's profile. It reached a large number of users in the world and Turkey. Enterprises and individuals use social media for a variety of reasons, such as to socialize, communicate, share content, get information and share, collaborate and personal presentation (Zincir, 2014). Today almost everyone is aware that YouTube, Twitter, LinkedIn and Facebook are the most important pieces of social media (Kaplan and Haenlein, 2010; Kara, 2013).

The Aim of Usage and Importance of Social Media for SMEs

The aim of operating in social media for SMEs is to provide the opening to the world and to benefit from its commercial returns. The use of social media is an important tool because it brings many benefits to SMEs. These benefits may be indicated as (Odabaşı & Odabaşı, 2010: 185-188):

- **Increase in Brand Awareness and Corporate Image:** To situate on social media increasingly widely used by individuals, it makes possible to reach the target customers for companies. Thus, in addition to being in close contact with customers and potential customers it will also be the opportunity to meet with people who have not heard of until firm and also be able to establish long-term relationships.
- **Customer Relationship Management:** Companies located at the same level with customers and the target audience, showing interest in their needs and requirements, interested in reviews closely earn the distinction of being close and accessible in the eyes of the audience. Individuals who value by the company suggest the positive impression that they have about the company and the brand their own environment. Also, take place in social media will serve as a kind of early warning system against the wishes and needs of customers and will enable to follow the market closely.

- **Precisely Brand Communication:** By taking place in social media, instead of notifications that escaped notice, as desired tone in a communication perspective to create their visibility, making generally accepted, will create a solid foundation for further steps.
- **Increase in Sales:** Some best practices in social media will lead to increased sales and thus, increases requested from the sales will take place.
- **Advantage in Competition:** Companies in taking place in social media and carrying out successful projects will be a priority in accordance with rival companies and brands in the eyes of customers. They will take the opportunity to be positioned their company in a way that more innovative and technology.
- **Avoid Potential Risk:** Not to be taking place in social media does not mean to be risk averse. Even if you don't take place in social media, people will be able to still talk about companies. The moment you fail to react, silence, will cause the creation of a false perception as you accept that you don't want.

Other Relevant Studies Related with Social Media and SMEs

There are very few studies on this subject in the domestic literature. Engür (2011) has explored the issue that what can be done for ensuring maximum benefit by using minimum budget and using advertisement and promotional elements of SMEs effectively. In his research, along with the identification of usage areas of local advertising media he has tried to identify the more effective areas compared to others in the eyes of consumers. Duman (2015) has examined the contribution and disadvantages of using social media for SMEs in Erzurum. In this study, it has been shown that SMEs had knowledge about social media usage and they had participated the opinions on social media use. However, it was found that SMEs didn't use enough marketing, advertising and promotion aspects of social media. Nardalı and Boyacı (2016) aimed to determine in what extent SMEs, operating in the Aegean Region, benefit in marketing activities from social media. The findings revealed that firm innovativeness are positively related to the adoption of social media tools.

When analyzing foreign literature on this subject it was observed that there were more work in recent years. Aspasia and Ourania (2014) in their work review both the academic and industry literature pertaining to social media adoption, goals and manager's perceptions. The results show that there is a significant effort of Greek food manufacturing firms to take advantage of the potential of social media. Ndekwa and Katunzi (2016) in their study aims at filling the gap by examining factors influencing adoption of Social Media Networking among SMEs in Tanzanian tourism sector. This study recommended that in order SMEs to continuously be competitive in this global and dynamic market they should continue to adopt the use of social media networking as a tool to capture more customers worldwide. Chmielecki (2014) indicated that, social media marketing especially marketing on facebook is still a relatively new concept for SMEs. Schaffer (2013) argued that, despite an increasing number of small businesses using social media, many seem limited in their ability to effectively respond in an environment where consumers speak freely to a potentially global audience, leading to a limited understanding of the potential that these platforms can offer to SMEs in tourism sectors. Verheyden and Goeman (2013) on their study of differences in social media usage for business purposes, indicated that most of internal social media services are mostly adopted by large enterprises compared to small enterprises. The aim of the study done by Wamba and Carter (2014) is to fill this knowledge gap by investigating SME adoption of social media tools. The aim of the study conducted by Ainin and his friends (2015) is to investigate the factors that influence facebook usage among small and medium enterprises (SMEs). In addition, it examines the impact of facebook usage on financial and non-financial performance of the SMEs. According to the results of the study, this study revealed that facebook usage has a strong positive impact on financial performance of SMEs; similarly it was also found that facebook usage positively impacts the non-financial performance of SMEs in terms of cost reduction on marketing and customer service, improved customer relations and improved information accessibility. A similar study conducted by SyaharizadBinti and his friends (2016) on SMEs in Malaysia.

Research and Methodology

Questionnaire Development

The research techniques were used as data collection methods in survey. In creation of the questionnaire, it has benefited from a scale used by Duman in 2015. The questionnaire consists of two parts. The first part is related with the information about personal (age, gender, education, etc.) and businesses (activity area, number of employees, legal structure, etc.) and consists of eight questions. In the second part of questionnaire, 25 statements regarding the use of social media in SMEs are situated. Likert-type scale with 5 options (1: Certainly disagree, ..., 5: Certainly agree) was used in the form of questionnaire.

Sampling and Data Collection

The research population constitutes SMEs operating in Burdur in 2016. Due to time and availability constraints, a simple random sampling was used. 84 employees/owners/managers from SMEs have answered the questionnaires and this constituted the sample of research.

Analysis

The aim of this study is to investigate the state of social media usage in SMEs operating in Burdur. In this context, the problem statement of the study is defined as "What are the purposes of social media usage and their thoughts on social media for SMEs operating in Burdur? Data collected from the survey was analyzed by using SPSS 20 a statistical program.

Findings

The results related to the demographic characteristics of SMEs participating in the study are shown in Table 2. According to this result; 15.5% of respondents were female and 84.5% male. Considering the education level, 55.9% of respondents were undergraduate and 27.4% high school, respectively. 52.4% of respondents were firm employees and 14.3% were working in managerial positions. The participant rate as a business owner or as a partner was 33.3%. When the age range of the participants is observed, it has been seen that the age range of 25-34 has taken first place with 41.7%. In age distribution, 36.9% of respondents were in 35-44 age range, 17.9% in 45-54 age range and 3.6% in 55-64 age range, respectively. While 37.4% respondents had over 16 years of experience, 25.5% had a 11-15 years of experience.

While 53.6% of businesses surveyed were operating in regional market, 33.3% of businesses in national market and 13.1% of them were active in the international market. When the operating time was investigated, it was understood that 66.7% of SMEs had operated a time more than 16 years. 17.9% of enterprises are active between 11-15 years, 9.5% of businesses are active between 1-5 years and 6% of them are active between 6-10 years. 51.2% of SMEs surveyed are individual business. According to the legal structure of businesses, it has been seen that 33.3% of businesses are limited companies and 15.5% of them are incorporated business. According to number of employees, it has been understood that 51.2% of SMEs had 1-9 employees, 33.3% of them had 10-49 employees and 15.5% had 50-250 employees. As a result, it is understood that a large majority of SMEs surveyed are individual companies, operate a period of time more than 10 years, working on a micro scale and more regional market level.

Table 2: Demographic Variables Related With This Research

Title		N	%	Title		N	%
Gender	Male	71	84.5	Number of employee	1-9 employee	43	51.2
	Female	13	15.5		10-49 employee	28	33.3
Age	25-34	35	41.7		50-250 employee	13	15.5
	35-44	31	36.9	Legal structure	Individual business	43	51.2
	45-54	15	17.9		Partnership business	0	0.0
	55-64	3	3.6		Unlimited business	0	0.0
	65 ve +	0	0.0		Limited	28	33.3
					Incorporated business	13	15.5
Status	Business Owner	22	26.2	Activity area	Regional	45	53.6
	Partners	6	7.1		National	28	33.3
	Manager	12	14.3		International	11	13.1
	Employee	44	52.4	Activity year	1-5 year	5	6.0
Education	Primary School	5	6.0		6-10 year	8	9.5
	Secondary School	8	9.5		11-15 year	15	17.9
	High School	23	27.4		≥ 16 year	56	66.7
	Undergraduate	44	55.9				
	Graduate	1	1.2				
Total		84	100.0	Total		84	100.0

In Table 3, it was seen that SMEs surveyed used facebook mostly as a rate of 77.4% in social media networks. However, it is understood that SMEs use twitter, linkedin, youtube and instagram as social media network in a very low rate. According to the results of the internet and social media usage statistics in 2014, the most widely used social media platforms respectively in Turkey are facebook (%93), twitter (%72), google+ (%70) ve linkedin (%33). Pages on facebook bring ease to companies in many aspects. Some of them are "Wall" section related with messages and opinions and "Notes" section related with short and effective communication. Wall section can become an interactive and a rich functioning structure with participation of customers. As well as suitable web sites, blogs and videos, it is possible to share profiles, photos, notes and also contents such as groups and activities on Facebook by using shared items section. The companies may announce their activities to their customers with activities section and enrich this section by adding images. In this study, SMEs were asked about using social networking page lifetimes. According to the response of SMEs; 21.4% of businesses have social networking pages between 1-3 years, 42.9% of them have social networking pages between 4-6 years and 17.9% of them have social networking pages between 7-10 years. 17,9% of the companies surveyed do not use any social networking pages.

Table 3: Social Media Networks Used By Businesses

	Facebook		Twitter		Linkedin		Youtube		Instagram	
	N	%	N	%	N	%	N	%	N	%
Yes	65	77.4	20	23.8	4	4.8	23	27.4	20	23.8
No	19	22.6	64	76.2	80	95.2	61	72.6	64	76.2

The objectives of using social media for SMEs surveyed are included in Table 4. According to this table, it has been understood that SMEs use social media to advertise their products and firms.

Table 4: The Purposes of Using Social Networks for SME's

Purposes	Agree		Disagree		No Answer	
	N	%	N	%	N	%
Online chat	18	21.4	61	72.6	5	6.0
Updating profile	17	20.2	62	73.8	5	6.0
Play a game	5	6.0	74	88.1	5	6.0
Make friends	8	9.5	71	84.5	5	6.0
Download video/photo	46	54.8	33	39.3	5	6.0
Advertise the firm products	68	81.0	11	13.1	5	6.0
Checking friends	11	13.1	68	81.0	5	6.0
Make corporate marketing	29	34.5	50	59.5	5	6.0
Corporate communicate	26	31.0	53	63.1	5	6.0
Advertise the company	68	81.0	11	13.1	5	6.0
Win new customers	56	66.7	23	27.4	5	6.0
Talk with work friends	15	17.9	64	76.2	5	6.0

The result of the reliability analysis was shown in Table 5. Cronbach's alpha coefficients were obtained as 0.956 in reliability analysis. According to this result, it is understood that the scale used for survey is highly reliable. Alpha coefficients obtained were accepted because they were higher than 0.50 as defined by Bagozzi and Yi (1988), and 0.70 as defined by Nunnally (1978), respectively.

Table 5: Reliability Analysis Results

	N of Items	Cronbach's Alpha
Using Social Media for SMEs	25	0.956

SMEs' opinions regarding the use of social media are situated in Table 6. According to this results, SMEs are involved in the idea that social media is an important tool for opening themselves to the world. In addition, SMEs are also involved in the idea that the use of social media is an important factor affecting their corporate image and reputation and increasing their competitiveness by providing new opportunities to SMEs. It has been seen that participants involved in survey agree to all the 25 statements located in the scale of social media use (Mean=4.0338).

Table 6: Frequency Table Regarding Social Media Usage in SMEs

Items	N	1 N	1 %	2 N	2 %	3 N	3 %	4 N	4 %	5 N	5 %	μ	σ
The use of social media provides the opening to the world for SME's	84	-	-	5	6.0	9	10.7	56	66.7	14	16.7	3.9405	.71728
The use of social media affects the corporate image of SMEs	84	-	-	1	1.2	3	3.6	62	73.8	18	21.4	4.1548	.52627
The use of social media allows SMEs to make advertisement	84	-	-	-	-	-	-	61	72.6	23	27.4	4.2738	.44859
The use of social media contributes to the branding of SME's products	84	-	-	6	7.1	3	3.6	59	70.2	16	19.0	4.0119	.71967
SMEs can upgrade their quality by taking into account the customer criticism and completing the missing with Social Media pages	84	-	-	3	3.6	2	2.4	65	77.4	14	16.7	4.0714	.57636
The use of social media increase the competitiveness by providing new opportunities to SMEs	84	-	-	5	6.0	6	7.1	61	72.6	12	14.3	3.9524	.67493
The use of social media provides the developing the target group-oriented marketing strategies for SMEs	84	-	-	3	3.6	8	9.5	61	72.6	12	14.3	3.9762	.62046
The use of social media contributes to the creating a reference customer portfolio for SMEs	84	-	-	1	1.2	1	1.2	70	83.3	12	14.3	4.1071	.43955
Social media plays important role in communication with customers after sale for SMEs	84	-	-	2	2.4	1	1.2	67	79.8	14	16.7	4.1071	.51526
SMEs can improve sales performance by making performance evaluation and reporting of their social media accounts	84	1	1.2	9	10.7	8	9.5	53	63.1	13	15.5	3.8095	.87090
SMEs can communicate directly with the target customer groups by interactive environments in Social Media	84	-	-	1	1.2	3	3.6	65	77.4	15	17.9	4.1190	.50072
The use of social media allows SMEs to make marketing and promotion with minimum budget	84	1	1.2	2	2.4	1	1.2	66	78.6	14	16.7	4.0714	.61675
The use of social media creates a team spirit by strengthening the corporate communications in SMEs	84	2	2.4	7	8.3	6	7.1	58	69.0	11	13.1	3.8214	.85250
The use of social media allows SMEs to share their information quickly	84	-	-	1	1.2	1	1.2	67	79.8	15	17.9	4.1429	.46937
The use of social media allows SMEs to become an integral part of business world by taking place on the same platform with the global brand	84	-	-	7	8.3	10	11.9	57	67.9	10	11.9	3.8333	.74176
The use of social media plays an important role in institutionalization for SMEs	84	-	-	9	10.7	6	7.1	59	70.2	10	11.9	3.8333	.77356
The use of social media carries the customer portfolio from local scale to national and international scale for SMEs	84	-	-	7	8.3	3	3.6	63	75.0	11	13.1	3.9286	.70772
The use of social media contributes to the increasing of brand value and awareness of SMEs	84	-	-	2	2.4	2	2.4	69	82.1	11	13.1	4.0595	.49943
Social media strengthens the communication of SMEs with public	84	1	1.2	1	1.2	1	1.2	69	82.1	12	14.3	4.0714	.55506
The use of social media eliminates the time limits of traditional marketing for SMEs	84	-	-	2	2.4	3	3.6	64	76.2	15	17.9	4.0952	.55143
The use of social media eliminates the geographical boundaries of traditional marketing for SMEs	84	-	-	3	3.6	3	3.6	64	76.2	14	16.7	4.0595	.58806

Conclusion

Internet and social media offer great opportunities for SMEs and also local businesses as well as international and large scale businesses. Social media networks is a unique opportunity for SMEs benefiting from the facilities of provincial chambers of commerce only to develop the business relationship

and reaching a limited target audience until today. SMEs are trying to be more on social media in every day to strengthen their relationship with existing customers as well as to reach potential customers.

This study was conducted to reveal their opinions on use of social media for SMEs operating in Burdur. The majority of SMEs surveyed are micro individual enterprises, operates in a period more than 10 years and work in more regional level. SMEs surveyed use mostly facebook social media network. Facebook is receiving considerable attention by anyone within social networks with the feature of user-friendly interface, the understandable content and easy to use (Kara, 2012: 122). SMEs surveyed have a social network page (82.1%) and they think that social media positively affect the institutional relations within the organization (70.2%) and external (77.4%) relations. In the study, it has been determined that companies use the social media networks to make the firm's promotion and advertise the related products mostly (81%). SMEs involved in the survey have stated that they attend all the expressions contained in scale of using social media. Moreover, it was seen that the level of participation of SMEs surveyed on social media usage varies according to the age. It was observed that the respondents aged 25-34 participated more than respondents aged 45-54 in use of social media.

As a result, SMEs should use social media tools more effectively and should benefit from the advantages. As you look at the statistics in the world and Turkey, the use of social media is rapidly increasing in recent years. Opening a unit or an assignment related to social media management in the organizational structure of SMEs to benefit from social media advantages will be a right decision. In addition, social media measurement, analysis and reporting services shall be provided and supported for the development of SMEs.

This research is applied at the regional level. Due to the difficulties in wide spread of results obtained; expansion of the research will help to clarify the findings.

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