

# BEST UTILIZATION OF THE INTERNET TOOLS AND ESPECIALLY SOCIAL MEDIA FOR SCIENCE AND TECHNOLOGY PARKS (STPs) AND AREAS OF INNOVATION(AIS) TO IDENTIFY AND RESPOND TO CURRENT GLOBAL TRENDS THAT WILL HAVE AN IMPACT ON FUTURE COMPETITIVENESS: TEKNOPARK ISTANBUL'S CASE

## PARALLEL SESSION 7

Marketing and communication: Attracting companies. Seducing stakeholders

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## EXECUTIVE SUMMARY

Social Media (SM) and web technologies are growing rapidly and have become an integral part of our daily lives. Their use is now widespread, mainstream, and more influential than ever. Science and Technology Parks and Areas of Innovation (STPs&AI) aim to communicate their advantages correctly, become more productive in terms of functionality on a global scale and contribute their marketing and communication strategy. Furthermore, communicating with potential customers especially for incubation centers which is in the core of many STPs&AI's added-value services and sometimes forms high percentage in terms of number of companies is crucial. For these purposes, it is inevitable for STPs&AI to fully utilize the SM tools and web platforms. This paper is intended to analyze the utilization of web platforms and especially SM by STPs&AI, set success metrics and will present Teknopark Istanbul's SM strategy as an example with common practices, lessons learned and outcomes/deliverables.

## Web Technologies and Social Media (SM) in General

Time magazine declared "You" as 'Person of the Year' at the end of 2006 referring to the importance of Social Media affecting every individual, World's politic and social climate. Since then, SM platforms have been dominating the ways in which digital technology is used around the World and it is highly argued that Internet Technologies and SM will be shaping the future of humankind in the next decades. Internet is no longer one-way (Web 1.0) where individual users download data, information and other resources but instead two-way (Web 2.0) where everyone on the globe is able to upload photos of themselves, share their ideas via blogs or even make their own channel for live broadcasting. Today, The Semantic Web (Web 3.0) is also becoming a reality where not only humans, but also machines and sensors will be talking to each other and collaborating over the Internet.

The number of SM platforms and its application areas are increasing day by day and are becoming diversified. Among the best known there are Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Foursquare and Klout. SM creates an environment for users to contribute to their reputation and it is perceived as a metric defining the level of their social status. Each single post when liked, commented or shared creates pleasure for the users. This is why SM became popular and increased its popularity rapidly. In order to better understand SM and its revolution, the following facts given by Eric Quelman's socialnomics.net<sup>1</sup> should be given special attention.

- SM has become the #1 activity on the web.
- Number of Facebook subscribers is over 1 Billion makes it the third biggest country in the World after India and China (Note that Facebook is still not welcome in China).
- YouTube is the second largest search engine in the World.
- If Wikipedia were made into the book, it'd be 2.25 million pages long.
- Lady Gaga, Justin Bieber and Kate Perry have more Twitter followers than the entire populations of Germany, Turkey, South Africa, Canada, Argentina and Egypt.
  - Babies in Egypt have been named Facebook & Twitter.

Furthermore, according to socialmediatoday.com<sup>2</sup>:

- 72% of all Internet users are now active on SM.
- 89% of those between 18 and 29 years old are SM users.
- 71% of users access SM from a mobile device.

According to the World Bank Report published on Google Public Data Explorer<sup>3</sup>, the Internet penetration, by the end of 2012, was 35.5% with 2.4 Billion people. In fact, by 2020, the number of

<sup>&</sup>lt;sup>1</sup> http://www.socialnomics.net/2012/01/04/39-social-media-statistics-to-start-2012/

<sup>&</sup>lt;sup>2</sup> http://socialmediatoday.com/monica-romeri/2181461/new-social-media-statistics-you-need-know

<sup>&</sup>lt;sup>3</sup> http://www.google.com/publicdata/explore?ds=d5bncppjof8f9\_&ctype=l&met\_y=it\_net\_user\_p2

Internet users will reach almost 5 Billion<sup>4</sup>. This compares with 1.7 billion users in 2010 and only 360 million in 2000. So Internet use will grow exponentially.

The SM event shown in figure 1 happened in April 2013 shows the huge impact of SM in today's world. On April 23, 2013, the official account of The Associated Press was hacked. Below screenshot shows the fake message denoting that White House was attacked and Barack Obama was injured. Within just couple of minutes after the tweet The Standard & Poor's 500 Index fell about 1 percent before quickly picking up but lost \$136 billion in value as figure 2 shows.



Source: poynter.org<sup>5</sup>



S&P 500 stoc	k index	man	1.00			1,578
h MAN	have a					1,576
- Au						1,574
1						1,572
(						1,570
						1,568
						1,566
						1,564
10:00	11:00	12:00	1:00	2:00	3:00	4:00

Source: theatlantic.com<sup>6</sup>

Another great example on the positive front and showing the impact of SM in social fellowship, donations and welfare is the following: The American Red Cross established a mobile donation program immediately after the January 12 earthquake in Haiti and raised an astounding \$32 million when more than 3 million people texted the word "haiti" to make a \$10 donation<sup>7</sup>.

In 2008, the music band Sons of Maxwell flew from Chicago to Nebraska with United Airlines. However, one \$3500 guitar in cargo -- labeled fragile -- was damaged. Singer David Carroll communicated with the airline, and over nine months -- while the company did not deny the damage -- no compensation was offered, and United refused to accept responsibility<sup>8</sup>. With disappointment, Carroll and his band wrote a song<sup>9</sup> documenting the experience before uploading to YouTube, where it has been viewed over

the-aps-twitter-account-was-hacked/275230/

<sup>&</sup>lt;sup>4</sup> <u>http://www.futuretimeline.net/subject/computers-internet.htm</u>

<sup>&</sup>lt;sup>5</sup> http://www.poynter.org/latest-news/mediawire/211400/aps-twitter-account-hacked/

<sup>&</sup>lt;sup>6</sup> http://www.theatlantic.com/technology/archive/2013/04/what-happened-to-stock-markets-when-

<sup>&</sup>lt;sup>7</sup> <u>http://sumac.com/social-media-campaigns/</u>

<sup>&</sup>lt;sup>8</sup> http://www.smartplanet.com/photos/10-brands-damaged-by-social-media-disasters/8/

<sup>&</sup>lt;sup>9</sup> <u>http://www.youtube.com/watch?v=5YGc4zOqozo</u>

14 million times. Becoming the public relations train wreck, the video prompted the airline to to replace the instrument eventually.

In summary, why is effective use of SM so important? Because it;

- Creates brand awareness and help brand management.
- Forms marketing strategy with the latest trends.
- Contributes to the reputation management.
- Helps to understand the needs of customers quickly and easily since it is also a feedback platform.
- Fosters the attractiveness of institutions.

#### STPs&AI and Social Media

As stated in summary section above SM can foster the attractiveness of STPs&AI. In order to fully understand where are STPs&AI in terms of SM utilization, we carried out an in-depth analysis and below tables demonstrate details.

Table 1 below show the utilizaton SM platforms by STPs&AI. Twenty STPs&AI are selected by taking geographical distribution into account. Name of the STPs&AI are not disclosed and only the countries they belong to are defined. These STPs&AI are from the following countries and are in an alphabetical order: Argentina, Austria Australia, Brazil, Canada, China, Denmark, France, Finland, Italy, Germany, Singapore, Portugal, Saudi Arabia, Russia, Spain, South Africa, Namibia and Turkey. During the study all full members of IASP are checked and above-mentioned 20 are the ones reflecting the big picture clearly. Two STPs are selected from China as it has the highest number of full IASP members and this number is far beyond than any other country.

Facebook, Twitter, LinkedIn, YouTube, Slideshare are the SM platforms that are taken into account. These platforms are selected as they are the most well-knowns and are the most commonly used ones in the World.

Argentina	Account (Y/N)	Follower (#)	Updates	Engagement Rate	Austria	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Y	20K	Always	Average	Facebook	Y	370	Sometimes	Low
Twitter	Y	5K	Always	Average	Twitter	Y	135	Rare	Very Low
Linkedin	Ν	NA	NA	NA	Linkedin	N	NA	NA	NA
Youtube	Y	300	Usually	Average	Youtube	N	NA	NA	NA
Slideshare	Ν	NA	NA	NA	Slideshare	NA	NA	NA	NA
Australia	Account	Follower	Undator	Engagement	Brazil	Account	Follower	Updates	Engagement
Australia	(Y/N)	(#)	Updates	Rate	Drazii	(Y/N)	(#)	opuales	Rate
Facebook	Y	700	Sometimes	Low	Facebook	Ν	NA	NA	NA
Twitter	Ν	NA	NA	NA	Twitter	Y	1000	Often	Very Low
Linkedin	Y	550	Rare	Very Low	Linkedin	Ν	NA	NA	NA
Youtube	Y	5	Rare	Very Low	Youtube	Y	50	Sometimes	Very Low
Slideshare	Ν	NA	NA	NA	Slideshare	Ν	NA	NA	NA
Canada	Account (Y/N)	Follower (#)	Updates	Engagement Rate	China 1	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Y	3200	Often	Very Low	Facebook	Y	150	Rare	Very Low
Twitter	Y	1700	Often	Very Low	Twitter	N	NA	NA	NA
Linkedin	Ν	NA	NA	ŇA	Linkedin	N	NA	NA	NA
Youtube	Y	120	Rare	Very Low	Youtube	N	NA	NA	NA
Slideshare	Ν	NA	NA	NA	Slideshare	N	NA	NA	NA

China 2	Account	Follower	Undator	Engagement	Denmark	Account	Follower	Updates	Engagement
China Z	(Y/N)	(#)	Updates	Rate	Denmark	(Y/N)	(#)	opdates	Rate
Facebook	Ŷ	20K	Always	Average	Facebook	Ŷ	200	Rare	Very Low
Twitter	Ν	NA	NA	NA	Twitter	Ν	NA	NA	NA
Linkedin	Y	600	Rare	Very Low	Linkedin	Y	25	Rare	Very Low
Youtube	Y	160	Always	High	Youtube	Y	10	Rare	Very Low
Slideshare	N	NA	NA	NA	Slideshare	N	NA	NA	NA
Finland	Account (Y/N)	Follower (#)	Updates	Engagement Rate	France	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Ŷ	850	Often	Very Low	Facebook	Y	170	Very Rare	Very Low
Twitter	N	NA	NA	ŇA	Twitter	Y	2300	Usually	High
Linkedin	N	NA	NA	NA	Linkedin	Y	300	Rare	Very Low
Youtube	Y	10	Sometimes	Very Low	Youtube	Ν	NA	NA	NA
Slideshare	N	NA	NA	NA	Slideshare	N	NA	NA	NA
Germany	Account (Y/N)	Follower (#)	Updates	Engagement Rate	Italy	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Y	2500	Always	Average	Facebook	Y	800	Often	Very Low
Twitter	Y	500	Often	Very Low	Twitter	N	NA	NA	NA
Linkedin	N	NA	NA	NA	Linkedin	Y	1300	Often	Very Low
Youtube	Y	65	Often	Very Low	Youtube	N	NA	NA	NA
Slideshare	N	NA	NA	NA	Slideshare	N	1000	Usually	High
Namibia	Account (Y/N)	Follower (#)	Updates	Engagement Rate	Portugal	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Y	3600	Always	Low	Facebook	Y	400	Rare	High
Twitter	Y	180	Sometimes	Very Low	Twitter	Y	10	Rare	Very Low
Linkedin	Y	1800	Often	Low	Linkedin	Y	100	Rare	Very Low
Youtube	Y	20	Sometimes	Average	Youtube	N	NA	NA	NA
Slideshare	Y	5	Sometimes	low	Slideshare	Ν	NA	NA	NA
Russia	Account (Y/N)	Follower (#)	Updates	Engagement Rate	Saudi Arabia	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Ŷ	200	Rare	Very Low	Facebook	Ŷ	600	Sometimes	Very Low
Twitter	Ý	3250	Always	Very Low	Twitter	Ý	200	Rare	Very Low
						Y			
Linkedin	N	NA	NA	NA	Linkedin		650	Rare	Very Low
Youtube	N	NA	NA	NA	Youtube	N	NA	NA	NA
Slideshare	Ν	NA	NA	NA	Slideshare	N	NA	NA	NA
Singapore	Account (Y/N)	Follower (#)	Updates	Engagement Rate	Spain	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Y	30K	Always	Low	Facebook	Y	700	Often	Average
Twitter	Y	1400	Always	Low	Twitter	Y	7500	Always	Low
Linkedin	Y	2200	Often	Low	Linkedin	Y	350	Rare	Low
Youtube	Y	50	Always	Low	Youtube	Y Y	30	Sometimes	Average
Slideshare	N	NA	NA	NA	Slideshare	Y	10	Sometimes	Average
South Africa	Account (Y/N)	Follower (#)	Updates	Engagement Rate	Turkey	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Y	1350	Often	Very Low	Facebook	Y	1700	Usually	Low
Twitter	Y	3500	Always	Low	Twitter	Y	3000	Always	Average
Linkedin	Y	100	Rare	Very Low	Linkedin	Y	500	Sometimes	
Youtube	Y	20	Usually	High	Youtube	N	NA	NA	NA
	1	1	1						
Slideshare	N	NA	NA	NA	Slideshare	N	NA	NA	NA

Whether STPs&AI have an account or not is the first criteria checked. "Yes" or "No" are the two possible answers to this question. All full members of IASP are compared and here are the success metrics for STPs&AI:

Success metrics for SM: Number of followers for each account is the other criterion that is highly important showing the activeness of the STPs&AI. Each platform provides this data open and it is mainly on profile page. Table 2 shows how number of platforms is defined as very bad, average, good and average.

Number of platforms	Meaning for a STP&AI
0	Very Bad
1	Average
From 2 to 5	Good
5	Very Good
From 6 to 9	Average
10+	Very Bad

Table 2

How often does each STP&AI updating the page is another metric. For many SM platforms active user is defined as whether the owner of the account use the page (like, share, comment, retweet, adding to favorites etc.) at least once within the last 30 days. In other words, there should not be more than 30 days for any two actions on related SM platform. There are 5 categories in that list and they are rare, sometimes, often, usually and always. Table 3 shows the descriptions for each of them.

Rare	The account is active but there are only 1 or 2 updates for a month
Sometimes	Account is updated with posts approximately once per week
Often	Account is updated with posts approximately twice per week
Usually	Account is updated with posts approximately three or four times per week
Always	Account is updated with posts approximately every working day
Table 2	

Table 3

The last but not the least is engagement rate for each platform. Engagement rate is the percentage of people who saw a post that liked, shared, clicked or commented on it (Facebook definition)

Engagement Rate= <u>#of likes + #of comments + #of shares + #of clicks for the post</u> # of people saw the related post (post reach)

Table 4 shows the success metrics for engagement rate in general.

Above 1%	engagement rate is good
0,5%-0,99%	engagement rate is average
below 0,5%	engagement rate is bad
Table 4	

If engagement rate is below 0.5% probably page owner needs to reconsider his messages by identifying the expectations of the followers and try to form more engaging messages.

With this in hand, another criterion needs to be taken into account is engagement rate. Comparing the pages of Coca-cola, Toyota or Elidor with any STPs&AI is not fair and hence it is better to have a further restiriction for engagement rate based on number of followers. Table 5 shows the rates in comparison with number of followers.

Number of Fans	Average Engagement rate
0 -10k	0,96%
10k - 20k	0,29%
20k - 50k	0,21%
50k - 100k	0,19%
100k - 200k	0,16%
200k - 500k	0,13%
500k - 1 000k	0,11%
1 000k -	~0,09 %
1 000k -	~0

These averages<sup>10</sup> were calculated based on analytics from more than 500.000 active Facebook pages. Engagement Rate is always relative to Page size. This means that brands with 1 M fans can still be compared to brands with 2 M fans, with unbiased results. As a result, for STPs&AI, 1% engagement rate per post is above average and 5% or 10% is above expectations.

According to the study, here are the observations affecting STPs&AI negatively to have a holistic SM management (low number of followers, low engagement rate, few page updates).

## General Observations

• Similar to individuals, STPs&Alan can utilize SM platforms more effectively to deliver concrete outcomes.

• Some STPs&AI open accounts on SM platforms just for the sake of a simple presence.

• In some cases, active ones may only utilize 1 or 2 platforms (Facebook or Twitter, and/or YouTube).

• SM and web platforms may not be monitored effectively via tools such as, Google Analytics, Facebook Insight, Twitreach, LinkedIn Analytics, Ahrefs.com, Yandex Metrica, YouTube Analytics, Alexa Toolbar, Socialbakers.com, WMaraci.com, HootSuite, Klout and Kred.

• Content seems to be shared mostly to give information rather than interacting with followers which today is considered as a "must" for web 2.0 communication.

These observations demonstrate to a great extent that STPs&AI need to put more effort to catch the momentum of SM and even though some of them are effectively and efficiently utilizing these platforms, they are a handful. In other words, the concept of "Social Intelligence" needs to be put into implementation and in fact for the best utilization of all their PR efforts, SM can be in the center. Lack of this may damage the global competitiveness and perception of STPs&AI not only among STPs&AI but also among other institutions, clusters and associations.

Before explaining our suggestions, let us list our observations to understand the maturity of SM management by STPs&AI and ponder upon these observations.

## Specific Observations

- About 1/4 of all STPs&AI does not have an account on SM.
- Some STPs&AI do not have icons of SM platforms, they use, on their web site.

• There are STPs&AI using thier shareholder university's web site as well as use SM platforms of the same university.

<sup>&</sup>lt;sup>10</sup> http://www.michaelleander.me/blog/facebook-engagement-rate-benchmark/

• Issuu, Orkut, Vkontakte, Xing, Weibo and Pinterest are SM platforms that are utilized by certain STPs&AI in addition to common platfoms such as Facebook, Twitter, LinkedIn, YouTube and Slideshare.

• Some STPs&AI have accounts on SM as a person instead of a company page.

 $\bullet$   $$\rm RSS$$  feeeds have the same place as SM icons and sometimes it is referred as a SM platform.

• Local languages are commonly used while sharing entries.

• SM links on some web sites does not directing users to the SM accounts of STPs&AI and instead they are directing users to users' SM accounts to share related pages.

- Few of STPs&AI have blogs on blogspot and wordpress.
- Twitter accounts of some STPs&AI are protected.

• Use of same wording for entries on every platform are somehow common among STPs&Als.

Below are the suggestions for each specific observation above for a better SM management:

• First and foremost for SM management is to have SM accounts.

• Having an icon on own web site will increase the awareness of SM platforms.

• Owning seperate SM accounts is more professional than engaging with users under another account.

• Utilizing social platforms rather than the most well-knowns is beneficial but effective use of them via interacting with users and triggering engagement needs to be taken into account.

• Either having a seperate page or having a page under a person's (page owner) account for certain pages due to restrictions (For Facebook and LinkedIn) is crucial for efficiency.

• RSS Feed is not a SM platform as it does not require interaction with users.

• Sharing entries sometimes in English or having English in addition to the local language could be of help to increase outreach and intelligibility of the messages.

• SM links directing users to the STP&AI accounts is strongly recommended.

• It is up to STPs&AI of which platform to utilize for blog (possible platforms are blogspot and wordpress) but blog management needs special attention and updating blog on a regular basis with content is again important. Teknopark İstanbul has not utilized any blog and plans to have a wordpress blog when it reaches the critical mass (in terms of number of followers, content sharing frequency, engagement of users etc. for SM).

• SM is for sharing and engagement, so protecting entries only to your followers decreases outreach.

• Each SM platform is designed for a purpose and page followers follow accounts to see something new. Hence, utilizing each platform for a different purpose is of great help. Even they have to, STPs&AI may use a different wording to have a different perception.

## Teknopark Istanbul in General

Targeted to be Turkey's biggest and Europe's one of the largest, and most prestigious science and technology parks, Technopark Istanbul has the ambition of becoming the most important and most qualified window to the world of Turkey with embodying Turkey-wide and İstanbul-particular goals of self-technology development.

Shareholders of Teknopark Istanbul:

- %45 SSM (Undersecretariat for Defence Industries),
- %40 ITO (Istanbul Chamber of Commerce),
- %13 HEAŞ (Airport Management and Aeronautical Industries Inc.),
- %1 İTİCÜ (İstanbul Commerce University)
- %1 STM (Defence Technologies Engineering and Trade Inc.)

Main focus areas of Teknopark Istanbul are Aerospace and Aviation, Defence Technologies, Marine Technologies, Advanced Electronics, Industrial Automation, Advanced Materials, Life Sciences and Industrial Software. However, other technology areas supporting these areas are more than welcomed to take part in Teknopark Istanbul.

Main advantages include the followings, but are not limited to, SSM's and ITO's firm support to all tenants in every possible business line, non-bureaucratic management approach, seed and capital fund support in the establishment process, zero-cost incubation centers for entrepreneurs.

Furthermore, Teknopark Istanbul Project is the biggest tech-investment in the history of The Republic of Turkey. The total Project covers 2.5Million m2 area to be completed in 4 different phases. 1st phase has already been completed and 85 hi-tech R&D and 27 incubator /startup firms initiated activities. Upon completion by 2023, with \$4 Billion investment, Teknopark Istanbul is estimated to have: +1000 hi-tech R&D companies and +300 incubator firms, +30000 highly qualified personnel. Furthermore, Teknopark Istanbul is expected to create an additional \$10 Billion to Turkey's economy.

## Teknopark Istanbul Incubation Center

Started operating in early 2014, Teknopark Istanbul incubation center currently has 27 firms. The vision of the incubation center is to create an environment for all companies to collaborate each other as well as with all related stakeholders around the globe. Center is built upon cooperation and aims at creating companies who have international reputation. With completion of the entire incubation center by late 2015, Teknopark Istanbul will host one of the biggest and largest incubation centers of Europe, Middle East and Africa region. The center is estimated to have 300 companies with 2000 entrepreneurs.

Business idea contests, pre-incubation and incubation center, and accelerator they are already/will all be carried out in the Incubation Center.

Incubation center core rules as follows:

- Continuous and constructive communication.
- Collaboration on various areas.
- Sharing Best practices and best-known methods.
- Minimum supervision for cooperation.
- Global mind-set.
- Continuous idea generation.

The Venture Capital fund to be formed soon is providing funds to our fresh companies and the center is almost cost-free. The priority sectors are Life Sciences and Health Technologies, Energy, Maritime, Defence Industry, Aviation, Advance Electronics, Advance Materials and Instustrial Software.

#### Teknopark Istanbul and SM

In conjunction with previously-mentioned target, Teknopark Istanbul gives high importance to SM and puts it in the core of all PR activities. Teknopark Istanbul started utilizing SM long before it became fully operational (Full member of IASP as of 09.10.2013) and is currently using Facebook, Twitter, LinkedIn, YouTube, Slideshare, Foursquare, and Klout with refreshing content very often and based on interaction. Moreover, Teknopark Istanbul regularly benefits from Internet tools (Alexa, Ahrefs, WMaraci, Google Keywords Tool, Google Trends, and Google Maps) and SM monitoring tools (Facebook Insight, YouTube Analytics, LinkedIn Analytics etc.) to observe its growth on this area and top management team discusses these results to make appropriate decisions for all PR endeavors.

#### SM Vision of Teknopark Istanbul

Becoming the key supporter of the vision of Teknopark Istanbul in terms of communication and marketing as well as becoming one of the best utilizers of SM among STPs&AI.

## SM Mission of Teknopark Istanbul

Contribute to the brand recognition of Teknopark Istanbul via announcing works of Teknopark Istanbul via SM channels.

In order to better figure out how Teknopark Istanbul is performing on SM and how it is comparable to other STPs&AI, similar SM analysis has been carried out for Teknopark Istanbul as well. Table 6 shows the details:

Teknopark Istanbul	Account (Y/N)	Follower (#)	Updates	Engagement Rate
Facebook	Y	700	Always	Very High
Twitter	Y	800	Usually	Average
Linkedin	Y	750	Always	Very High
Youtube	Y	10	Rare	Low
Slideshare	Y	10	Always	Very High

Table 6

Table shows te performance of Teknopark Istanbul on SM and the table also is of great help to compare Teknopark Istanbul's performance with other STPs&AI.

According to the table Teknopark Istanbul has an account on 5 different SM platforms and they are Facebook, Twitter, LinkedIn, YouTube and Slideshare. Klout and Foursquare are not needed to be updated since 4SQ is an end-user based platform and Klout retrieves data from all SM channels automatically. Opening accounts for these two is enough.Teknopark Istanbul started using SM effectively as of June 2013 and data covers 11-month information. Within this 11 month Teknopark Istanbul created accounts, increased the number of followers dramatically, posted updates on a regular basis and quite often and users have been engaging with the pages, posts thru likes, comments, tweets, answers, retweets, shares etc. In fact, SM is in the center of all marketing endeavors of Teknopark Istanbul.

SM is web 2.0 that means interacting with users. Hence, one of the key performance measure is engagement ratio. Red frame on below screenshot (Figure 3) shows the engagement ratio of Teknopark Istanbul on Facebook as an example.

Figure 3

igure 5								1
키 Ov	verview 🖆 Likes 🤽 Reach		at V	isits	B Posts		.885.	eople
Published <b>•</b>	Post	Туре	Targeting	Reach	En	gagement	Pr	mote
<b>14/05/2014</b> 16:49	- Teknoloji temelli olarak faaliyet gösteriyorsunuz 5 yaşından küçük ve 2.5M Euro'dan az gelir elde	6	Ø	95	17	%	- 4	oost Post
<b>14/05/2014</b> 12:04	Soma'da hayatini kaybeden vatandaşlarımıza Allah'tan rahmet, yakınlarına da başsağlığı diliyoruz	-	Ø	122	4%			oost Post
<b>14/05/2014</b> 11:57	"It is with great pleasure that we welcome Teknopark Istanbul as a new participant of the United Nations	-	Ø	148	7%			oost Post
13/05/2014 07:59	Yeni web sitemizi beğendiniz mi? Do you like our new web site? http://teknoparkistanbul.com.tr/tr	8	Ø	287	14	%	•	oost Post
09/05/2014 16:02	Denizcilik sektöründe faaliyet gösteriyor ve bu teknopi alandaki firmalar ile tanışmak mi istiyorsunuz?	8	ø	632	6%			oost Post
07/05/2014 21:32	* Avrupa'dan, Amerika'dan lisanslar alıp tayyare yapmak kopyacılıktan ibarettir. Demode tipler için	-	Ø	314	9%			oost Post
01/05/2014 21:38	Why Start A Business In Turkey And Not In Silicon Valley!!! The article puts forward why Turkey is more	8	Ø	233	5%			oost Post
28/04/2014 15:55	Savunma Sanayii Müsteşarı Sayın Prof. Dr. İsmail DEMİR Teknopark İstanbul'u ziyaret etti.	-	ø	545	15	%	•	oost Post
24/04/2014 10:52	SAP Hana etkinliği ile ilgili hatırlatma!!! 29-30 Nisan'da Büyük Veri ile ilgili olan herkes davetlidir.	8	Ø	231	9%			oost Post
23/04/2014 23:19	Bir Teknoparkın faydalarını farklı türdeki şirketlere (KOBİ, Cok uluşlu vb.) naşıl en doğru şekilde	-	ø	266	3%	-		oost Post

According to figure 3 which shows the last three weeks' engagement rates for Teknopark Istanbul's Facebook posts, the minimum rate is for 23/04/2014 and it is 3%. All other posts got engagement rate 4% or more. Considering that 1% is good for an engagement rate for a SM platform, Teknopark Istanbul's performance is good by the success metrics.

Why Teknopark Istanbul is engaging with users well? Due to

- Having SM accounts for different platforms and utilizing them.
- Sharing posts with links to other websites, with pictures/videos. These are all important as they push followers to take further actions. This is key to increase engagement rate.
- Asking questions or having fill-in-the-blanks type of posts to again push followers to take further actions.

• Sharing interesting and extraordinary content for the posts. Content is always the king. Followers are looking to the content first and it is the part that draws more attention always and is key to the sustainability (followers to come again to the page) of the page. Great content increases curiosity of the followers as to what is to be shared next on the page.

				Degree of
Platform	How Teknopark Istanbul use it	Frequency of Updates	Target*	Importance**
Facebook	One of the top platforms. Manly used for providing info as to activities of management companies. Entries are always with link to another web site, picture or questions to move followers to take another action.	At least 3 times in a week	1000 followers in short term. 3K followers in long term and 5K+ followers in long term.	1
Twitter	One of the top platforms.Mainly used to inform members of technopark as to supports provided by government, outstanding news. Plus real time info sharing during events held by members.	1 tweet per workig day	1500 followers in short term and 5K followers in mid-term and 10K followers in long term.	1
Linkedin	Job recquisitions from our members and discussions as to our priority sectors. Moreover, newspaper articles published on Teknopark Istanbul and our companies.	At Least 2 in a week	1000 followers in short term.2K followers in mid-term and 4K followers in long term.	1
Youtube	Videos of products, services, company introductions, social events.	At least 1 New video uploaded per month	200 impressions per video in short term and 500 impressions per video in mid term and 1000 impressions per video in long term	1
Slideshare	Sharing of presentations, newsletters, official documents.	1 new presentation, newsletter or document per month	200 impressions per document in short term 500 impressions per document on mid term and 1000 impressions per document on long term.	2
Instagram	Sharing of never ever published photos (photos not published on any other social media platform or web site) of members and Teknopark Istanbul.	3 different photos after each event	3 photos to be shared for each event held by either our members or by management company.	2
Foursquare	Allow people to check-in.	NA	None	2
Klout	Measuring your success in social media.	NA	50 in short term, 60 in mid term and 70 in long term.	3
Hootsuite	Managing all social media under one platform.	NA	NA	3
Skype	Teleconferencing.	NA	NA	3
Alexa, WM Aracı, ahrefs.com	Checking online footprint of our web site.	Checking the status per month	ΝΑ	2
Google Analytics	Checking web site trafficking.	Checking the status twice a month	ΝΑ	2
Google Trends	Getting keyword hints for web site articles.	When updating web site	NA	3
Google Keywords Tool	Getting keyword hints for web site articles.	When updating web site	NA	3
	*Short term: within 1 year, mid-term: v	vithin 2-3 years, long term: 4	+ years. **1 to 3 and 1 is the highest.	

#### The summary of Teknopark Istanbul SM strategy is provided on table 7 below.

Table 7

Table 7 shows how Teknopark Istanbul seperates one platform from another and what is the purpose of the use of each platform. Table includes information not only to SM platforms but also platforms which makes utilizing social platforms and web easier. They are enablers for SM and web with contributing to control of them. Descriptions and details for each of them are as follows:

*Foursquare*: Foursquare is a location-based social networking platfrom and especially for mobile devices, such as smartphones and tablet PCs. Users "check in" at places by selecting from a list of venues when mobile device locates nearby.

*Klout:* Klout is both a website and a mobile application that uses SM analytics to rank its users according to online social influence via the "Klout Score". Klout Score has a value between 1 and 100. To determine the score, Klout measures the size of a user's SM network and correlates the content created to measure how other users engage with that content.

Skype: Skype is a program that allows users to have video-chat and instant messaging.

*Hootsuite:* HootSuite is a SM management system. The system has a dashboard as an interface and social network integrations for Twitter, Facebook, LinkedIn, Google+, Foursquare and may others can be done under one dashboard.

Alexa: Alexa is a company and is the owner of alexa.com which provides web traffic data for web sites.

*WM Aracı:* WMaraci is a web site helping users to analyze Search Engine Optimization (SEO), check site speed, check broken links and many other technical features.

Ahrefs.com: Ahrefs is a SEO tool for checking backlinks.

*Google Analytics:* Google Analytics is a service offered by Google that produces detailed statistics about a website's traffic and traffic sources and presents them via graphs, pie charts and bars.

*Google Trends*: Google Trends is a service offered by Google. It helps to understand how often a specific word/word phrase/sentence is searched in comparison to the total search-volume. It takes various regions of the world, and in various languages into account.

*Google adwords/keywords tool:* It is a tool provided by Google to help finding popular search terms on Google.

Based on Teknopark Istanbul's strategy frequency of updates on each of these platform is also provided above. Setting the targets for each of them and how important each of these are also crucial factors defining Teknopark Istanbul's SM and Web Strategy.

Teknopark Istanbul web site renewal process completed as of April 2014. During the renewal process above tools were of great help for Teknopark Istanbul in terms of having user-friendsly design and enriching content for the new web site. Moreover, regular control of our web site via above web tools shapen Teknopark Istanbul's web site development. Here are how these web tools utilised to make teknoparkistanbul.com.tr more attractive and rich in terms of content:

Setting up an Alexa Toolbar increased Teknopark Istanbul's web ranking. Moreover, with getting regular updates from alexa.com about our web site as to World and Turkey Rank, Teknopark Istanbul understands how it performs on web. The ranking as of May 2014 is ~939K<sup>th</sup> web site in the World and ~18K<sup>th</sup> in Turkey. As of May 2013, it was  $3.2M^{th}$  in the World and was  $40K^{th}$  in Turkey (Figure 4).

How p	opular is teknoparkistanbul.com.tr?	
Alexa Trat	fic Ranks	
How is this	site ranked relative to other sites?	
		Global Rank 🕐
1		
10		939,888 1,008,74
100	Historical data not available	
1000	for sites ranked > ~100,000	Rank in Turkey 🕐
		◙ 18,314
10,000		

WM Araci was of help to understand Google Index, backlinks, image backlink and Google page rank. Teknopark Istanbul decided where to invest more to increase Google index numbers and backlinks. Teknopark Istanbul used to have articles/interviews on printed versions of newspapers but now is asking to have these articles online to have more backlink and Google index.

SEO is the collection of strategies and techniques to increase the traffic to a website by acquiring a high-ranking placement in search results. Ahrefs.com is the World-wide recognized web site to check how your site performing in terms of SEO. It provides information as to your url's, referring domains, type of backlinks etc. All these are taken into account when Teknopark Istanbul renewed its web site. URL's are more user and search engine friendly. For instance;

http://teknoparkistanbul.com.tr/en/agenda/iasp-2016 (new URL) http://teknoparkistanbul.com.tr/tr/iletisim1TP/baglantilaras87909ghsk?.html (old URL)

Other SEO endeavors as follows:

- New web site has site navigation. It is designed for Google Bots to scan easily and is prepared based on the data of Teknopark Istanbul's Google Analytics Report.
- There is no more 404 error.

#### SM and Web Monitoring

SM monitoring is an active measurement of SM utilization. In other words, it is gathering information about a SM platform or web page, usually sorting content from various platforms such as blogs, news sites, micro-blogs, social networking sites, video/photo sharing websites, forums, message boards with taking the volume and sentiment of online conversation.

Among SM and Web Monitoring tools, the most popular ones are Facebok Insight, LinkedIn Insight, Twitter monitoring tools such as Twitreach or Sumall, Google Analytics and Yandex Metrica. Yandex Metrica Webvisor is noteworthy here as the mouse move of the users can be tracked. While designing the new web site, Teknopark Istanbul have SM links on upper right corner as according to the webvisor information, users tend to use this part of the web site. All SM links of Teknopark Istanbul are on this part of the site currently.

Having vanity URLs for each of the SM platform makes it easier to remembered by the followers. Furthermore, having short links is great while submitting posts for certain platforms which has character limits such as Twitter. Table 8 shows name of the SM platform and related link, short link and vanity URL.

Social			
Platform	Link	Short Link	URL
Web site	http://www.teknoparkistanbul.com/	bit.ly/Tekist	teknoparkistanbul.com
Facebook	https://www.facebook.com/teknoparkistanbul2023?ref=hl	bit.ly/Tekist_facebook	facebook.com/teknoparkistanbul
Twitter	https://twitter.com/Teknopark_ist		twitter.com/teknopark_ist
Linkedin	http://www.linkedin.com/company/3160547?trk=tyah	bit.ly/Tekist_linkedin	linkedin.com/company/teknoparkistanbul
Youtube	https://www.youtube.com/channel/UClspqZBj25LAdCdV-kj8TdA		youtube.com/teknoparkistanbulTR
Slideshare	http://www.slideshare.net/Teknoparkistanbul	bit.ly/Tekist_slideshare	slideshare.net/teknoparkistanbul
	https://tr.foursquare.com/teknopark_ist		foursquare.com/teknopark_ist
	http://klout.com/#/Teknopark_ist	bit.ly/Tekist_klout	klout.com/teknopark_ist
Skype	teknoparkistanbul	NA	NA

## Success Stories

1. Incubation Center company admission process were robust with SM utilization.

Teknopark Istanbul used to use traditional methods to announce that it'd accept applications to the incubation center. Mostly the business development manager, sometimes general manager or executive board members was letting entrpreneurs know the technopark was accepting applications to incubation center. It was thru seminars or conferences that officials of Teknopark Istanbul are invited. The first selection of companies was done in Late 2013. There are currently 27 companies signed contract to take part in Teknopark Istanbul incubation center and SM played a pioneering role for identifying the high-qualified start-ups or entrepreneurs with breakthrough ideas.

Date Range	# of Applications reviewed	Quality of the applications (How many of them are selected for our incubation center)
Before July 18,2013, 3-		
month-period	50	7
From July 18 to End of		
August, 1-month-		
period	31	12
After August 2013, 1-		
month-period	27	8
TOTAL	108	27

Table 9

Table 9 shows the number of applications to Teknopark Istanbul incubaton center with information before, immediately after and late after the announcements via SM. Moreover, out of this number how many of them were selected to the incubation center was also provided. The whole selection and evaluation period took approximately 5 months. According to the table above, Teknopark Istanbul received 108 applications. 50 of all these applications were before the SM announcements and only 7 companies were signed contract among them and this is the period that Teknopark Istanbul used traditional announcement means mentioned above. Immediately after the announcement which is 1-month-period following the announcement, Teknopark Istanbul received 31 applications and 12 of those applicants were signed contract. Late after the announcement which is another 1-month-period following the immediate period of the announcement. Teknopark Istanbul received another 27 applications at this period and 8 companies out of this 27 were signed contract.

Post Details				×
Teknopark İstanbul A.Ş.	663 People Rea	ched		
18 July 2013 · @	16 Likes, Comm	ents & Shares		
Kuluçka Merkezi başvurularımız devam ediyor. Kuluçka Merkezinde yer alacak firmalarımız için her türlü altyapı ihtiyacı Teknopark İstanbul tarafından sembolik bir ücretle karşılanacaktır.	9 Likes	6 On Post	3 On Shares	
Başvurular için: http://www.teknoparkistanbul.com.tr/	0	0	0	
www.teknoparkistanbul.com.tr	Comments	On Post	On Shares	
"İstanbul Özelinde bir Türkiye Projesi"	7 Shares	1 On Post	6 On Shares	
	119 Post Clicks			
	65 Photo views	2 Link clicks	52 Other Clicks (i)	
	NEGATIVE FEEDBAC	ж		
Türkiye'nin inovasyon merkezi	0 Hide Post		e All Posts	
TEKNÓPARK ISTANBUL/da Verinizi alm	0 Report as Spam	<b>0</b> Unli	ike Page	
Teknopak kachud, Tilonyahin kehidup angkonde kapati dara untuk upan kehidup angkonde jak di kanatik Banoma Simup Milatopang jak islanda Tazard Otasa galadigi kehidup angkonde panatikan teknologi pankada				
Adverses hannes folgen folgen eine mensenen if Bills Mild i Revel / Aproxin al Schuller Revel / Aproxin al Schulle				
Like - Comment - Share - மீ 6 🎝 1				

Figure 5 shows the post announcing that Teknopark Istanbul is looking for applications to its incubation center. Similar posts were shared via Twitter and Linkedin with a different wording. According to Facebook statistics the post reached to 663 people although Teknopark Istanbul had 250 followers (That means followers shared the content with their friends and these friends' friends shared it with their friends and so on) and 3000 impressions was the number for LinkedIn.



Graph 1

Graph 1 shows the percantage of the number of companies applied to Teknopark Istanbul to take part in the incubation center before, immediately after and late after the announcement via SM platforms. According to the pie chart, 46% of all applications were received before the SM announcement and it took three months to have all these applications. 29% of them were received immediately after the announcement and it took 1 month and 25% were received late after the announcement and it took another 1 month to reach that number. It is quite noteworthy that in total 54% (more than half) of all applications were received after the announcement and within 2 months whereas 46% were received before the announcement and it took more than 3 months.

Quality of these applications is another critical factor. Out of all applications, 27 companies were signed contract to be in the incubation center.



Graph 2 shows the percentage of incubatees admitted to Teknopark Istanbul incubation center before, immediately after and late after the announcement via SM. Only 26% of admitted companies applied before the announcement, 44% of the admitted companies applied immediately after the announcement and 30% of them applied late after the announcement. The time bound is the same as the previous graph and before means three months before the announcement and immediately after means 1 month after and late after means 1 another month later than the immediate after period. According to graph it needs to be mentioned that 74% of all admitted companies were applied after the announcement via SM.

All above details showed the effect of SM for attracting entrepreneurs and fresh companies. Considering that mostly young population are dealing with SM and companies/business ideas applied to incubation centers are from young entrepreneurs, utilizing SM to reach such groups is a well-defined strategy. Furthermore, Teknopark Istanbul reviewed 400 applications from mature companies (non incubator) to take part in the Technopark (in addition to incubation center area) and selected 85 of them in the first round. The whole application process took approximately 10 months for R&D companies. 85 R&D and 27 incubator firms form the 10% of the number of companies Teknopark Istanbul will be hosting in long term. Having the above-mentioned success story of the selection process for incubation centers with utilizing SM, the management team decided to pursue the same model for the next round of R&D company selection since they believe and are convinced that the outreach will be broader and the selection process will take less time. It is also in the radar of Teknopark Istanbul to have Google AdWords campaigns during announcement period as this is believed to further extend the outreach and to contribute a lot to its brand recognition and reputation of Teknopark Istanbul with attracting more-qualified companies to apply to take part in.

2. YFYI (New Ideas New Businesses) Entrepreneurship Contest were more attractive for young entrepreneurs with SM.

Teknopark Istanbul is the co-organizer of YFYI contest for the contest's 2013-2014 intake and is responsible for conducting the Istanbul side of the competition where Middle East Technical University Technopolis (ODTU Teknokent) is carrying out all all tasks in Ankara side.

In the history of the contest, Teknopark Istanbul became the first ever co-organizer of the contest. The purpose of the contest is to select young entrepreneurs with fresh and breakthru ideas, provide them with free office space, financial support, silicon valley visit and demoday to present their projects to investors. In short it aims to create companies established by young entrepreneurs with the motto of "Not have job seeking graduates but instead job offering ones". For further details yfyi.info can be visited. Both stakeholders decided to have introductory meetings at Istanbul region and below table shows the details pertinent to these meetings:

YFYI (New Ideas New Business) Entrepreneurship Contest Introductory Meetings						
University	Date	Time	Social Media Announcement	# of participants		
Ozyegin U	April 16th, 2014	1100-1130	Done at very last minute	3		
Marmara	April 21st, 2014	1500-1600	Done	54		
Bahçeşehir	April 16th, 2014	1830-2000	Done	70		
Sabancı	April 22nd, 2014	930-950	Done	33		
İstanbul	April 22nd, 2014	1700-1730	Done	86		
GYTE	April 24th, 2014	1200-1300	Done at very last minute	12		
Table 10						

Table 10 shows the name of the universities visited, the date and tme of the visit for introduction, whether the announcement was done thru SM and how many people joned the meetings.

According to the table, 6 universities were visited to introduce the contest to especially Electrical and Electronics Engineering students, Computer Engineering students, Mechanical Engineering students, Industrial Engineering students and MBA students. All visits happened within 8 days and from 30 minutes to 1 hour is spent for each session. Official permission was taken from each of the university senate to address to the students. At Ozyegin University and at GYTE (Gebze High Technology Institute) the official procedure to get permssion for the meetings took longer than expected and Teknporak Istanbul were informed just 1 day before the event to come and have meeting for the following day. For all other universities the announcement was done thru SM and before at least couple of days ago with a reminder at the very last day. The number of participants proved the effect of SM in terms of reaching to a broader audience. Introductory flyers were hang to and informative mails were sent to inmail groups of all these universities that means all other PR endeavor was the same for all of the sessions. Both co-organizers believe to get the high quality proposals from universites that had high number of participations. This is to be checked in July time when the application period terminates and details may be presented provided that this paper is accepted for presentation during the IASP annual conference to be held in Doha in October this year.

#### 3. Success breeds success. One SM platform feeds another

As defined above, Twitter and Slideshare are the two platforms Teknopark Istanbul use often. Teknopark Istanbul, not only limited to Twitter and Slideshare, sometimes use one platform to let its followers to know about another.

L Ben	<b>Y</b>	Ara
Teknopark @teknopark_is		
kurallarımız, otopark kulla	önetmeliği, İşletme Fitness Salonu ve nımı ve daha birço et/Teknoparkistan	Çok katlı k detay:
4 Martin & 01 4 Fau	rilere ekle 🚥 Daha fazla 🦉 HootSuite	
Yanitia V Sil Y Favo		

Figure 6 shows that Teknopark Istanbul inform its followers as to its Slideshare page and the content of it. The week before the announcement there was around 80 weekly impressions for its slide share page but according to the below screenshots this number increased to 319 for the following week and to 570 the other week.

## Figure 7

slide <b>sha</b>	re	
	Share stats from last week	
wyankishu Ellas of OSA		
fotal Stats + Wee		
Total views 319 +231	Embed views	Favorites 0
Downloads	Comments	Tweets
O Likes	0	1 +1
0		
fost viewed this	week	
and the second s		
	Teknopark İstanbul Otopark ve Kuluçka Merkezi)	Prosedürü (İdare Binası

## Figure 8

😜 slide <b>share</b>	
Your SlideShare stats from last week	c
Total Stats + Weekly change	s Favoritas
570 +251 2 +1   Downloads Comments   0 0	0 Tweets 1
f Likes 0 Most viewed this week	

Teknopark Istanbul was quiet for the following week- 570 impressions week- and the pageviews only increased to 610 from 570 for the following week. Figure 9 demonstrates below.

slide <b>share</b>		
Your SlideSh	are stats from last week	
otal Stats + Weekly c		
Total views 610 +40	Embed views	Favorites
Downloads	Comments	Tweats
f Likes		
— 0 Most viewed this we	ek.	

Immediately after this week, Teknopark Istanbul had another announcement (Found below) via twitter for the newly uploaded documents.

t 👤 Ben	<b>y</b>	Ara
Teknop @teknopa	<b>ark İstanbul</b> rk_ist	
kanunlar,y hesabımız	knolojiler neler?TGB'l vasalarToplu halde s dan ulaşabilirsiniz net/teknoparkistan	slideshare
🛧 Yanıtla 🇋 Sil ★	Favorilere ekle 🚥 Daha fazla 🦉 HootSuite	
13:41 - 28 Nis 2014		

And weekly pageviews increased to 815 (up by 208). Figure 11 shows.

slide <b>share</b>		
Your SlideSha	re stats from last week	
Total Stats + Weekly ch	ange	
Total views 815 +205	Embed views 22 +20	Favorites
Downloads 2 +2	Comments 0	Tweets
f Likes	U U	-
Lost viewed this we	ek	

#### 4. LinkedIn for Hiring.

Teknopark Istanbul hired specialists via opening requisitions on LinkedIn Jobs and hundreds prospective candidates applied for these roles. For previous roles a local and traditional job site used to be used and on average Teknopark Istanbul used to receive approximately 30 applications per recquisition. During the hiring process of R&D Operations Specialist for which was Gizem Dağlı was recruited, for example, Teknopark Istanbul received 190 applications. Gizem had a previous Technopark experience for 2 years and she applied thru LinkedIn. Without LinkedIn we might not have found her.

Teknopark Istanbul, in mid and long term, aims to benefit from Google Adwords where announcement for applications will be done via Google Adwords. In addition, crowdsourcing will be playing a crucial for name selection to certain facilities such as name selection for Tech Transfer Office and Intellectual Property service office.

#### 5. Twitter and LinkedIn for our IASP 2016 Candidacy

Among our LinkedIn sharings the highest impression belongs to our announcement for our candidacy of IASP 2016. Red frame on figure 12 shows below.

<b>)</b> .		Sear	ch for peopl	e, jobs, compani	es, and more	۹				■ + <u>₹</u>
e Profile	Network	Jobs	Interests						Business Se	rvices U
Jpdates 🕑	of each column to	learn more.								
Preview			Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagemer
Teknopark İsta	nbul'u slidesha	re, in	4/10/2014	All followers	Sponsor	1,478	14	2	-	1.08%
Yeni Teknoparl	x Yönetmeliği,	Tekno	4/07/2014	All followers	Sponsor	1,210	28	1	-	2.40%
[Image] Giant C	ollaboration in		4/02/2014	All followers	Sponsor		46	8	-	1.66%
[Image] Looking	forward to see	e you	3/28/2014	All followers	Sponsor	6,223	55	16	-	1.14%
[Image] Our two	members, Fer	nsan	3/25/2014	All followers	Sponsor	4,422	71	14		1.92%
Will you be abl	e to chance th	e live	2/27/2014	All followers	Sponsor	1,664	16	1		1.02%
Teknopark Ista	nbul is a full m	embe	2/16/2014	All followers	Sponsor	3,373	19	6	-	0.74%
Kulucka merke	zimize isim ve	logo	2/14/2014	All followers		2.346	21	4	-	1.07%

Figure 12

According to the figure above, our candidacy announcement received 6223 impressions although the average impression number is around 3K.

Finally, on Twitter the official hashtag for IASP 2016 event (#IASP2016bids) has only used by Teknopark Istanbul among all candidates. Figure 13 shows it below.



We hope that this will be reflected to the voting. Up to now, SM never surprised us.

Keywords: Social Media, Web Technologies, Incubation Center, Success Metrics, Monitoring