

Cultural Consulting Project Report: Fashion Revolution Turkey – Volunteerism & Instagram
Influencers

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Overview

Fashion Revolution is “the world’s largest fashion activism” (Fashion Revolution) non-profit organization, based in the United Kingdom and now operating in more than 90 countries. Fashion Revolution is aiming to change the fashion industry, demanding “transparency from brands, asking for better working conditions, environmental responsibility, and revolutionizing the fashion industry” (Vilaca, 2022). Fashion Revolution is run utilizing paid positions and volunteer supporters. Their voluntary supporters are broken into various roles but are run by their country coordinators.

Our research project is centered on their Turkey location. The focus is on volunteerism, specific to Fashion Revolution Turkey’s struggle to attract and maintain volunteers to help with their mission. Irem Yanpar Cosdan, the Fashion Revolution Turkey country coordinator, has provided a detailed overview of the many ways in which they work with volunteers. This could be through social media campaigns, meetings, art and environmental impact exhibits, collaboration activities, educational sessions, translation activities, large events (Fashion Revolution Week), and more. Irem struggles to find volunteers to complete these activities and when she does, they often stop their efforts and simply disappear. Our research is specifically focused on the roles social media influencers play in marketing Fashion Revolution Turkey to their targeted audience. The social media platform we are specifically focused on is Instagram. Fashion Revolutions Turkey’s use of Instagram influencers should help in elevating awareness of the organization and should increase the desire to volunteer with the organization.

Stakeholders Analysis

People tend to trust each other more than organizations or brands. Researchers recognize that consumers tend to trust their peers’ experience with brands and will provide their honest

opinion (ConsumerAffairs, 2021). This has given rise to brand influencers, particularly social media influencers. The term created for this type of activity is Business to Influencers (B2I) and has grown in popularity in the last few years (Taha, 2019). Swindells identified that there are approximately 83 million Instagram influencers (2022). According to Taha, nearly 90 percent of social media influencers are younger than 45 years old with the bulk ranging between 18 to 24 years old (31 percent) and 25 to 34 years old (29 percent) (2019). Instagram is the main social media vehicle in Turkey. Many popular fashion influencers in Turkey request payment for their role.

The key stakeholder is an ethical, sustainable, fashion social media Instagram influencer based in Turkey. This could be a person or a brand. This group is directly tied to the core mission and values of Fashion Revolution. Additionally, this stakeholder group already has ties to Fashion Revolution Turkey's targeted market for volunteers.

Instagram Organization/Brand Influencers

Research for Organizational/Brand influencers is centered on five sustainable, ethical, and organic clothing brands in Turkey. All are Instagram social media influences with follower totals ranging from 1,900 to 14,000. All currently interact with the Fashion Revolution Turkey's Instagram account. These brands are:

Instagram Handel	Brand Name	Core Values	Interacts with @fash_rev_turkey
@Atolyeren	Ren	Sustainable & inclusive women's clothing brand	Yes
@littleyucca	little yucca	Organic & sustainable children's clothing brand	Yes
@tinylittlelove_	Tiny Little Love	Organic & inclusive children's clothing brand	Yes

@wkndapparelofficial	WKND Apparel	Ethical & fair UK fashion brand whose clothing production takes place in Turkey.	Yes
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(More detail found in Appendix Table 1)

Instagram Individual Influencers

Research for Individual/People influencers is centered on twelve Instagram influencers. They are all fashion bloggers and are all based in Turkey. Of these influencers, seven currently interact with Fashion Revolution Turkey’s Instagram account and five do not. The seven that do interact with Fashion Revolution Turkey are sustainable and ethical fashion influencers with follower totals ranging from 125 – 18,500. The five that do not currently interact with Fashion Revolution Turkey are all extremely popular fashion influencers with follower totals ranging from 8,700 – 152,000.

Our benchmark stakeholder group is made up of the five fashion influencers who do not interact with Fashion Revolution Turkey. Analysis was conducted on their postings, influencer reach, use of hashtags, average likes, and interactions. Additionally, the reason why our brand influencers are smaller is that people tend to trust peer-to-peer recommendations over business-to-consumer recommendations. Therefore, the bulk of our research will be focused on the individual Turkish fashion influencer. These influencers are:

Instagram Handel	Name	About	Interacts with fash_rev_turkey
@Alarakap	Alara Kap	Istanbul socialite and fashion instagrammer	No
@BillurSaatci	Billur Saatci	Turkey fashion Instagrammer	No
@Candirekli	Can Direkli	Istanbul male fashion influencer	No
@catana_istanbul	Catherine Trotin	Secondhand clothing swap organizer	Yes

@ceylanesisit	Ceylan Esit	Artist (pattern designer)	Yes
@healthyfluencer	Pinar Erturk	Personal lifestyle blog account	Yes
@Maritsanbul	Meric Kucuk	Istanbul fashion & beauty Instagrammer	No
@nilerturk	Nil Erturk	Istanbul fashion Instagrammer	No
@senemkula	Senem Kula	Fashion influence, textile, and fashion designer in Istanbul	Yes
@surdurulebilir_bir_yasam	Begun Yagci	Sustainable fashion blogger in Turkey	Yes
@tekinzy	Zeynep Tekin	3d Designer & fashion Stylist in Istanbul	Yes
@yesil.manifesto	Yesil Manifesto	Turkey Sustainability Influencer	Yes

(More detail found in Appendix Table 1)

Needs Assessment

According to GlobeSmart, the Turkish people are interdependent, certainty, and relationship oriented (n.d.). They take their time in building trust, question and analyze, and gain a sense of self based on their group affiliation. Having this “collectivist culture” where community and loyalty are important, and trust is built over time identifies a reason the mission of Fashion Revolution Turkey is not being quickly adopted.

The lack of volunteerism culture in Turkey, specifically the lack of follow-through with influencer postings (Taysir et al., 2013 and Sahri et al., 2013) highlights a need for amplification of the Fashion Revolution Turkey’s Instagram account to gain support, consistent and reliable volunteers, development of strong influencer-to-brand relationship to spread awareness and promote Fashion Revolution Turkey's message (Glucksman, 2017), and cross-promotional influencer opportunities. There is a clear need for an effective social media influencer outreach strategy which is imperative to the success of these potential partnerships and relationships. Currently, Fashion Revolutions Turkey’s Instagram account features very few fashion

influencers in their posts which is negatively affecting the potential for future influencer partnerships due to the lack of reciprocated promotion. According to Faiz, a study was conducted revealing that Turkish individuals “did not want to join in the NGOs in Turkey since most of them were engaged in politics” (2020, p. 69). Therefore, by using social media influencers as an outreach strategy to increase volunteerism in Turkey, they can break down this stigma to potentially increase the number of volunteers since most influencers are not affiliated with political groups and their focus is sustainable fashion.

Gap Analysis

A Heuristic assessment (see Appendix Table 2) was conducted comparing Fashion Revolution Turkey’s Instagram Account (@fash_rev_turkey) with Fashion Revolution Instagram accounts for Brazil (@fash_rev_brazil), Italy (@fash_rev_italy), and Egypt (@fash_rev_egypt). Gap analysis has highlighted that Fashion Revolution Turkey’s Instagram account does not cover all of Fashion Revolution Turkey’s mission statement under their postings. They focus on eco/sustainable fashion and unethical fashion practices. However, they do not have many posts on fashion production factory conditions and fair (or unfair) labor processes in the industry. Additionally, Fashion Revolution Turkey’s Instagram account does not consistently post content, leverage organizational and individual eco-fashion influencers at scale, or reshare organizational and individual eco-fashion influencer content at scale.

Analysis was conducted on our social media influencer core stakeholder group (see Appendix Table 1) to compare followers, posts, and interactions with @fash_rev_turkey. Identified gaps include a lack of reposting influencer content by @fash_rev_turkey and inconsistent usage of @fash_rev_turkey hashtags. For example, influencers would shift between multiple Fashion Revolution or sustainable hashtags and only have one or two postings

mentioning @fash_rev_turkey or one of their sponsored hashtags. These inconsistencies hurt @fash_rev_turkey since they do not highlight their unique efforts.

Recommendations

The target group that we are recommending are eco-sustainable Instagram fashion influencers based in Turkey. We chose this population because they are already invested in Fashion Revolution Turkey's cause, values, and mission. Their age range is between 18 – 45 and they have a passion and dedication to sustainable, environmentally friendly, ethical, and fair labor practices in the fashion industry. These influencers have smaller, but consistent follower bases.

Millennials and Generation Z are extremely comfortable in a technological/digital world. They are changing activism by amplifying it digitally (YPulse, 2020). Through social media and their connections, they can spark movements, gain support, and spread the word fast on a myriad of topics. Additionally, the Millennial and Generation Z population in Turkey embrace activism, politics, and change (Konrad Adenauer Stiftung, 2022). In addition to targeting eco-sustainable Instagram fashion influencers, we also recommend that Fashion Revolution Turkey increase their consistency and usage of Instagram to amplify the Fashion Revolution Mission and as a method to attract and retain volunteer talent.

Overall, we recommend Fashion Revolution Turkey accomplish this task by first targeting key Instagram eco-sustainable fashion influencers. To target eco-sustainable fashion influencers on Instagram, Fashion Revolution Turkey should focus on re-sharing content, directly tagging organizational and individual influencers on posts, and leveraging popular eco-sustainable hashtags. Also, by targeting male Instagrammers Fashion Revolution Turkey would gain male allies and male volunteers which was a gap directly expressed by Irem. Secondly,

Fashion Revolution Turkey should run social media campaigns that cover all of Fashion Revolutions' missions. Regarding Fashion Revolution Turkey's social media campaigns, they currently present a strong message covering sustainable/eco-fashion topics but fail to include content covering fashion production conditions, fair and unfair labor practices in the fashion industry, and ethical and unethical fashion processes which are also a part of Fashion Revolutions mission. Lastly, they should publish content more frequently to build their social media following and develop a more attractive Instagram account to motivate influencers to work with them. Influencers are driven to work with accounts that can provide substantial cross-promotion to benefit both the influencer and partnered accounts. As a result of these recommendations, Fashion Revolution Turkey will be able to cater to its virtual audience and create social media influencer collaborations to promote upcoming local volunteer opportunities and the overall mission of Fashion Revolution.

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Appendix

Table 1: Stakeholder Analysis

Stakeholder			Interacts with Fashion Revolution Turkey	Attributes				How they influence the Organization
Internal/External	Organization/Person	Instagram Name	Yes / No	What we know	What we need to find out			
					Total Followers	Total Posts	Total Interactions with Fashion Revolution	
Internal	Organization	Fash_rev_turkey	Yes	Organization our research is focused on who's goal is to aide in creating a "transparent textile industry that puts nature and people ahead of growth and profitability".	3,031	224	224	"Fashion Revolution Turkey A transparent textile industry that puts nature and people ahead of growth and profitability" (https://www.instagram.com/fash_rev_turkey/?hl=en)
External	Organization	atolyeren	Yes	Sustainable, inclusive clothing brand in Turkey	7,992	881	>100	"Against destructing and exploiting practices of fast fashion, we want to adopt a fair, harmless and caring approach. We develop a slow, sustainable and inclusive business model. We aim to create a positive experience for everyone as much as possible by considering all the differences and we try to make a positive impact on the world by treating all living beings that we share the same space with respect and care." (atolyeren.com/our-approach/)
External	Organization	littleyucca	Yes	Organic kids clothing brand	14.8K	645	1	"little yucca is an eco-friendly label, designed for little ones". "All our fabrics are 100% organic cotton and GOTS certified. This basically means no pesticides or chemicals were used during the production of our fabrics. GOTS is the worldwide leading textile processing standard for organic fibers including ecological and social criteria." (little-yucca.com/pages/we-care)
External	Organization	tinylittlelove_	Yes	Organic kids clothing brand who interacts with Fashion Revolution Turkey	2,434	176	29	"Tiny Little Love was arised from the existence of the gender discrimination even in the kids stores and the lack of comfortable models for girls. It cannot be expected that our company, founded within this stance against discrimination, ignores ethical values. Therefore, we tried to make your shopping experience more meaningful." Focused on "long term use, environmental awareness, culture of giving back" (tinylittlelove.com/aboutus)
External	Organization	wkndapparelofficial	Yes	Fashion brand ethically made in Turkey	1,993	756	29	"Female founded, transparent, and passionate" Our main goal is to ensure our factory workers are paid a living wage in a safe environment and aren't subject to forced labor. We're working closely with our suppliers to build lasting relationships and to provide you with the tools to make better choices. Quality is very important to us and we believe that if clothing is constructed well, it will not only last longer, but you'll feel amazing!" (wknd-apparel.com/en/pages/ethos)
External	Person	Alarakap	No	Istanbul socialite and fashion instagrammer – does not interact with Fashion Revolution Turkey	8,715	1,581	0	N/A
External	Person	Billursaatci	No	Turkey fashion instagrammer – does not interact with Fashion Revolution Turkey	152K	7,163	0	N/A
External	Person	Candirekli	No	Istanbul male fashion Instagrammer – does not interact with Fashion Revolution Turkey	30.6K	2,558	0	N/A
External	Person	catana_istanbul	Yes	Second hand clothing swap organizer	129	78	27	Second hand clothing swap organizer focused on "offering a second life to your clothes" (https://www.instagram.com/catana_istanbul/?hl=en)
External	Person	ceylandesit	Yes	Artist (pattern designer) personal & professional page	1,612	3,066	2	Artist, pattern designer, fashion industry worker. (https://www.instagram.com/ceylandesit/?hl=en)
External	Person	healthyfluencer	Yes	Personal lifestyle blog account	5,369	238	4	influence Instagram focused n sharing information on sustainable, low waste, clean ingredients and health. (https://www.instagram.com/healthyfluencer/?hl=en)
External	Person	Maritsanbul	No	Runs a popular fashion and beauty blog	227K	5,113	0	N/A
External	Person	nilerturk	No	One of Istanbul's most popular fashion instagrammers – does not interact with Fashion Revolution Turkey	115K	4,499	0	N/A
External	Person	senemkula	Yes	Fashion influence, textile and fashion designer based in Istanbul Turkey.	2,621	914	6	Textile fashion designer in Istanbul Turkey focused on sustainability in the fashion industry. (https://www.instagram.com/senemkula/?hl=en)
External	Person	surdurulebilir_bir_yasam	Yes	Sustainable fashion blogger in Turkey	18.5k	612	1	This influencer is focused on sustainable fashion, yet only has 1 post for Fashionrevolution. This is an under utilized influencer.
External	Person	tekinzy	Yes	3d Designer & fashion Stylist	1,226	34	1	3D designer and fashion stylist based in Istanbul Turkey.
External	Person	yesil.manifesto	Yes	Sustainability influencer	214	38	21	Sustainability and fashion influencer "Fashion that does not cost the earth" (https://www.instagram.com/yesil.manifesto/?hl=en)

Table 2: Heuristic Assessment Results

Goal	Objectives	Output KPI's	Heuristic Rating Criteria	Subject	Aspire to	About the same	Slightly lower	
				fash_rev_turkey	fash_rev_brazil	fash_rev_italy	fash_rev_egypt	
Attract & retain volunteers for Fashion Revolution Turkey	Provide current thought provoking content on ethical, sustainable, and transparent fashion practices.	Publish content covering topics important to eco-fashion individuals.	Fashion production factory conditions	5	10	4	4	
			Fair (or unfair) labor practices in the fashion industry	5	10	10	4	
			Sustainable/eco fashion	10	10	8	7	
			Ethical and unethical fashion practices	5	10	10	4	
			Caption is 2,200 characters or less	10	10	10	10	
			Use targeted tags in posts	7	5	10	7	
			Use multiple relevant, targeted hashtags in posts (between 5 and 30)	7	4	3	7	
			Write descriptive captions with keywords	10	10	10		
			Publish no less than 1 post a day. (Business day)	1	8	5	1	
			Publish Frequently	1	8	3	1	
	Increase Fashion Revolution Turkey Brand Awareness	Leverage individual eco-fashion influencer	Leverage organizational eco-fashion brand influencers	Content created by top eco-fashion brand influencers	1	1	4	6
				Content re-shared by top eco-fashion brand influencers	1	1	4	6
			Leverage individual eco-fashion influencer	Content created by top individual eco-fashion influencers	2	5	8	7
				Content re-shared by top individual eco-fashion influencers	2	5	8	7
			Leverage individual fashion influencer	Content created by top fashion influencers where overlap with Fashion Revolution Turkey is Relevant	5	5	9	6
				Content re-shared by top fashion influencers where overlap with Fashion Revolution Turkey is Relevant	5	5	9	6

Fashion Revolution Instagram	Total Followers	Total Posts	Average # Use
fash_rev_turkey	3,027	245	5
fash_rev_brazil	138,000	2,589	2
fash_rev_italy	17,200	1,123	1
fash_rev_egypt	1,786	198	4