

Strategic Communication and Social Media within the Context of Media Ecology: A Study on Instagram

Medya Ekolojisi Bağlamında Stratejik İletişim ve Sosyal Medya: Instagram Üzerine Bir Araştırma

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Öz

Bu çalışma, Türkiye'nin en popüler sosyal medya platformlarından biri olan Instagram'ın oluşturduğu blog içeriklerini inceleyip kategorize ederek medya ekolojisinin en önemli aktörlerinden biri haline gelen sosyal medyanın geçirmekte olduğu değişiklikleri tespit etmeyi ve analiz etmeyi amaçlamaktadır. Medya ekolojisi, stratejik iletişim ve sosyal medya üzerine gerçekleştirilen literatür taramasının ardından, Instagram'ın resmi blog sayfasında yayımladığı içerikler hedef kitle ve stratejik iletişim odağında oluşturulan araştırma sorularıyla incelenmiştir. Çalışmanın amacı, Instagram'ın stratejik iletişim anlayışını medya ekolojisi bağlamında değerlendirmek ve Instagram'ın hedef kitlesine etkili şekilde ulaşmak için benimsediği iletişim stratejisini resmi blogu odağında analiz etmektir. Çalışmanın araştırma sorularına cevap aramak üzere MAXQDA 2018 ile içerik analizi gerçekleştirilmiştir. İçerik analizi sonucunda iki ana kategori elde edilmiştir. Bunlar tecimsel ve ilişki kurma odaklı paylaşımlardır. Sonuçlar, Instagram'ın bir sosyalleşme ve iş platformu olarak popülaritesini ve başarısını sürdürebilmek için iletişimini adapte ederken mümkün oldukça çeşitli kullanıcılarla konuşmayı hedeflediğini ve iletişim stratejisinde güncellik, karşılıklık ve kapsayıcılık gibi önemli kavramları benimsediğini göstermektedir.

Anahtar Kelimeler: Medya ekolojisi, sosyal medya, stratejik iletişim, Instagram, içerik analizi.

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Abstract

This study aims to detect and analyze the changes of social media, which has become one of the most important actors of the media ecology by examining and categorizing the blog contents of Instagram, one of the most popular social media platforms in Turkey. Following a literature review on media ecology, strategic communications, and social media, it investigated the contents of Instagram's official blog through the research questions based on the target audience and strategic communications. The aim of the study is to analyze Instagram's strategic communication approach within the context of media ecology, and to analyze its communication strategy to be able to effectively reach its target audience with a special focus on its official blog. To answer the research questions of the study, content analysis was carried out with MAXQDA 2018. Two main categories are obtained: Trade-oriented and engagement-oriented posts. The results show that to be able to sustain its popularity and success as a socialization and business platform, Instagram aims to address a variety of users, and embraces crucial keywords such as up-to-dateness, reciprocity, and inclusivity in its communication strategy, while adapting its communication strategy.

Keywords: Media ecology, social media, strategic communication, Instagram, content analysis.

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Introduction

Media ecology is a crucial term that helps us understand the current state of media in a holistic approach. It considers not only the medium, but also the perception, values, and understanding of the media by its users without failing to notice the effects of sociological, economical, and historical characteristics of its times. This also brings certain difficulties since such a wide angle of seeing the media with its environment requires a detailed and continuous study.

The social media has become a focal point for media studies today. Although it is considerably new in comparison to other types of media, social ecosystem has changed dramatically over the last years in a fast pace. Furthermore, social media have caused many changes in our lives, and changed the rules for strategic communications since it set up new roles for businesses as well as social media users who have become content creators while bringing down some old ones. These changes may be difficult to see and analyze as we are exposed to them as social media users and we may fail to see the changes since we are supposed to change concurrently with them. Hence, it could be helpful to read these changes platformwise, and analyze them according to the scholarly literature, asking the appropriate questions.

The main question of the study is to find out how businesses that have to focus on social media could and should adapt their communication strategy throughout their journey. Especially the businesses that change our understanding of social media while also adapting to the latest innovations could make the most of the term *media ecology* to be able to reach their target groups. By taking the complexity of the term *media ecology* into consideration, this study aims to first deconstruct and then reanalyze the concept with a focus on target groups and strategic communication.

This study consists of three main parts. The first part aims to have a deeper look into the terms of media ecology and social media with a focus on strategic communication. Literature review also includes a brief history of Instagram and basics of its communication strategy. The research part is the next one where the two main research questions are raised: the strategic communication strategy adopted to be able to reach the target group, and the change in strategy throughout the process. Next part is the findings where the authors try to find answers to research questions, and discuss the findings in the conclusion part taking into account the media ecology and social media.

1. Media Ecology

Media ecology is one of the crucial concepts that enable us to understand the current situation of today's media since it aims to present a rather holistic analysis. When we say media ecology, we try to look at media from a very wide angle that focuses not only on the evolution of media, but also on human-media interaction. The evolution of media helps us understand what the "new" historically means in new media. As Manovich (2002) puts it, "new media calls for a new stage in media theory whose beginnings can be traced back to the revolutionary works of Robert Innis and Marshall McLuhan of the 1950s" (p.

48). When it comes to the part where media ecology also looks into the matter of human-media interaction, Postman (1970) summarizes the definition of the concept as such:

“Media ecology looks into the matter of how media of communication affect human perception, understanding, feeling, and value; and how our interaction with media facilitates or impedes our chances of survival. The word ecology implies the study of environments: their structure, content, and impact on people” (Postman, 1970, p. 161).

With such a definition, the concept becomes rather more complicated since “to theorize about media ecology means discussing about concepts such as environments, media, human beings, and interactions” (Scolari, 2012, p. 205). When we take McLuhan’s idea that “media interact among themselves” (McLuhan, 1994, p. 60), there is now another angle to be considered that makes the concept of media ecology even more complicated yet equally intriguing since you consider all the ways to understand how and why media functions in a particular way while also understanding economic, social, historical, and psychological conditions rather more clearly.

According to Roncallo-Dow and Scolari (2016), McLuhan was one of the scholars who believed in the symmetrical effect between communication and people. That is, people modelled communication instruments while these communication instruments also remodelled us. However, this symmetrical modelling effect has not been very visible and easily perceptible: “McLuhan never tired of insisting that the media together form a sensory atmosphere or environment (a medium) in which we all move; like a fish in water, we do not realize their existence until we stop perceiving them for some reason” (Roncallo-Dow & Scolari, 2016, p. 143). This modelling process between humans and communication instruments is the starting point of this study: the authors tried to find ways of understanding and analyzing the modelling and remodelling process, and decided to focus on the rising star and naturally the focal point of media ecology in Turkey (as well as the rest of the world): social media. For this, two important concepts regarding social media studies are taken into consideration: target groups and strategic communication.

2. Social Media and Strategic Communication

As a game-changer in the history of communication, “social media is today a place within which we socialise, not just a means of communication” (Miller et al., 2016, p. x). As of 2022, we do not only socialise, but also simply live through means of social media.

The social media ecosystem has changed dramatically over the last years, both in terms of the categories of individuals who have access to social media sites and the range of social media technologies accessible to them (Zhao, Lampe, & Ellison, 2016, p. 89). As of 2022, there are five billion internet users worldwide, and the number is projected to increase to almost 5.3 billion in a short term (O’Dea, 2022). Over 3.6 billion individuals used social media globally in 2020, with that figure expected to rise to over 4.41 billion by 2025 (Statista Research Department, 2022(a)).

Participatory communication through social media totally differed from one and two-way communication (Falkheimer & Heide, 2014, p. 367), and changed many concepts such as community engagement (Ross et al., 2012, p. 40), cross-cultural communications (Tombleson & Wolf, 2017, p.23), new media relations (Hutchins & Tindall, 2016, p. 129) whereas bringing many brand new concepts such as co-creation of brands (Jenkins, 2014, pp. 34-39), and collaborative learning (Kessler, 2013, pp. 307-310). According to Fisher (2015), the media ecology has also gone through a radical transformation since the industrial age. Whereas the traditional mass media is centralized, new media offers a decentralized, networked environment: almost every individual can easily become a “user”, create content and disseminate it, put up a blog, or respond to an article with his comments in the newspaper. This prominent feature of social media is the fact that users can speak of a trend towards the “socialization of the media” (Fisher, 2015, p. 116).

Besides the evolutionized and newly created concepts in culture and digital media, social media have changed the rules for strategic communication (Scott, 2009, p. 36) since it set up new roles for businesses while bringing down some old ones. Since “strategic communication focuses on how the organization itself presents and promotes itself through the intentional activities of its leaders, employees, and communication practitioners” (Hallahan et al., 2007, p. 8), and practices of presentation and promotion have become dependent on social media, strategic communication now needs to consider social media as an important component of the concept. Social media is definitely one of the easiest ways to reach out and hear from the publics for a company. However, the studies on strategic communication have missed out or simply ignored the new key publics or newly discovered roads to engage with for evermore key publics. It took some more time for research in strategic communication to realize the relevance of bloggers, vloggers, streamers, etc., as new organizational stakeholders (Borchers, 2019, p. 256).

The concept of publics, or people, has been a centerpiece of strategic communication as well as social media. Even the basic definition of social media includes the fact that it is human-based: Social media is defined as “a group of internet-based applications that build on the ideological and technical foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, p. 59). In other words, “social media is a communication mechanism that allows users to communicate with thousands, and perhaps billions, of individuals all over the world” (Williams et al., 2012, p. 127). Looking at these two basic definitions, it would not be wrong to say that social media exists with the contribution of people, i.e. users creating and sharing content. Since strategic communications is about addressing key publics effectively, social media as a business should take its users as the leading key publics into account.

One of the most striking social media platforms that stands out at the crossroads of social media and strategic communications is Instagram. Kevin Systrom and Mike Krieger created Instagram on October 6, 2010 (Hartmans, 2020). Since the day Instagram was launched, its number of users has been increasing day by day. In 2013, Instagram had 90 million users. In June 2018, the platform achieved one

billion users. Then, it set a new milestone of two billion active users globally in December 2021 (Statista Research Department, 2022 (b)). This increase in the number of Instagram users is related to its continuous improvement.

Instagram has been adding new features to its platform since its first launch. As it is an image-oriented social platform that encourages visual modes of communication, it added (or rather adopted) new tools such as stories and reels. Instagram reels were launched on August 5, 2020. With reels, Instagram users are now able to record and edit 15-30-45 second multi-clip films with audio, effects, and new creative tools using Reels (Instagram Official Blog, 2016). Reels have been in use by TikTok since 2016. With this new addition, Instagram has converged with TikTok. Nevertheless Instagram's director of product management Robby Stein does not agree with the claim that Instagram's new Reels feature is almost an exact copy of TikTok. He defends current convergence by the following sentence: "no two products are exactly the same. At the end of the day, sharing video with music is a pretty universal idea we think everyone might be interested in using" (Cuthbertson, 2019). It is understandable for a director to have this point of view. However, McLuhan once said media ecology supports organizing different mediums to complement one other rather than cancel each other out, to buttress one medium with another (McLuhan, 2003, p. 57). According to his definition of media ecology, media convergence is inevitable for a medium. Reels include audio, AR (augmented reality) effect, timer and count down, align and speed settings (Instagram Official Blog, 2020), so that users can create their videos to get interactions and views. Reels encourage users to add music since it has advanced music-addition tools with an enormous library of world music. Therefore, Instagram's ecology can be considered to have developed from a visual-based to a multimedia environment with the addition of music and video features.

In 2022, Instagram stated that it is testing new feed adjustments to give its users greater control over how their posts appear on the network. *Following* and *Favorites* are two new chronological perspectives for the Instagram Feed (McLachlan, 2022). As the algorithms have changed many times in the last two years, they will probably change in the future as well. A study shows that users change their user experience according to algorithms (Arriagada & Ibáñez, 2020, p. 2). This is because social media users including individuals and brands inherently expect their postings to be viewed by a large number of people.

3. Methodology

The present research investigates the change in strategic communication of Instagram through the official blog page with a focus on the target audience, and the changes in the communication strategy. The aim of the study is to understand the target audience of Instagram's official blog to see the change in the communication strategy of Instagram within the context of media ecology. Analyzing strategic communication based on the target audience is a tested method which is proven to be effective (Bashir et al., 2018). For the purpose of the study, following research questions (RQ) are asked:

RQ-1: Who is the target audience of the blog posts? Whom does each blog post talk to?

RQ-2: How has the communication strategy of Instagram, carried out through its official blog, changed in the context of media ecology?

To answer the research questions of the study, content analysis was carried out with MAXQDA 2018. Content analysis allows the researchers to examine the subject matter systematically. The subject matter of this research is the official blog posts of Instagram. Content analysis is employed for the examination of blog posts by topic and content. One of the content analysis types is thematic analysis which is conducted in this study.

3.1. Data Collection and Sample Size

Data consisted of publicly available Instagram blog posts collected from the first post in 2010 to June 26, 2022. Since the RSS format is used for blog pages, it is not available to see all the posts at one time. For this reason, researchers used the method of scrolling down until the first entry which is titled “Instagram Launches” on 6th October 2010. Then, filtering was applied on blog page. The Instagram blog page offers six different filtering choices. In this study “all articles about all topics” option was chosen. The final number of the sample was 278. Thus, the sample consists of the entire universe of the study.

3.2. Coding Procedure

Objectivity is implicit in the notion of reliability since it presupposes some underlying "truth" that, with the correct training, can be appraised by diverse raters. In other words, the phenomena occurs independently of the people who are evaluating it (Syed & Nelson, 2015, p. 2). A sample of 278 blog posts was coded according to the coding guide over three iterations by two authors. Facilitated by MAXQDA 2018 software, interrater reliability (IRR) was assessed using the average of pairwise comparisons for the Kappa coefficient. Cohen’s Kappa was chosen as a conservative reliability coefficient because it produces agreement beyond chance alone, and is acceptable when analyzing categorical data with two coders (Neuendorf, 2017, p. 127). Except for the moderate agreement (0.41-0.60), the strength of the agreement varied from significant (0.61-0.80) to virtually perfect (0.81-1.00) (Landis & Koch, 1977, p. 363). The agreement of the current study is 0.77.

At first, a data-driven coding guide was established to analyze the blog posts. The data-driven or inductive method with a heterogeneous sample of readers to discover similar themes was employed before (Syed & Azmitia, 2008, p. 1012). Categories included the type of written posts and their topics, and photos were excluded. The next phase in the manual code development process was to become acquainted with the data (Braun & Clarke, 2006, p. 77). This was performed by diligent reading, watching, or listening, as well as re-reading, watching, or listening to the acquired data. It is critical that data be picked at random from the sample or that all data be evaluated (Syed & Nelson, 2015, p. 4). The data were reviewed by two authors until the exhaustive coding scheme was obtained. Table 1 demonstrates the coding form.

Table 1. Coding Form of the Study

| Coding Form | |
|--------------------------------|--|
| Content creators/Instagrammers | Blogs that include Instagram's new features such as filters, cameras, stickers, reels, etc. |
| Consumers /Instagram shoppers | Blogs that invite people to shop on InstaShop |
| Stakeholders | Blogs that are about celebrating or collaborations |
| Media illiterates | Blogs that warn or inform about misinformation, authentic content, verification tools, etc. |
| Disadvantages groups | Blogs that refer to Community members of LGBTI+, Black people, women, Muslims, and well-being seekers. |
| Cyberbullying considerates | Blogs that explain the ways how to combat bulliers, and new tools to protect people from bullying. |
| ICT help seekers | Blogs that shed information on how Instagram works, guidelines for new features, etc. |

The analysis based on the form above is provided in the following section.

4. Findings

4.1. Responding to RQ1: Our findings concur with two main themes: Trade-oriented and Engagement-oriented. According to that result, the official blog of Instagram has two main target audiences categorized. The following section interprets those two types of target audiences.

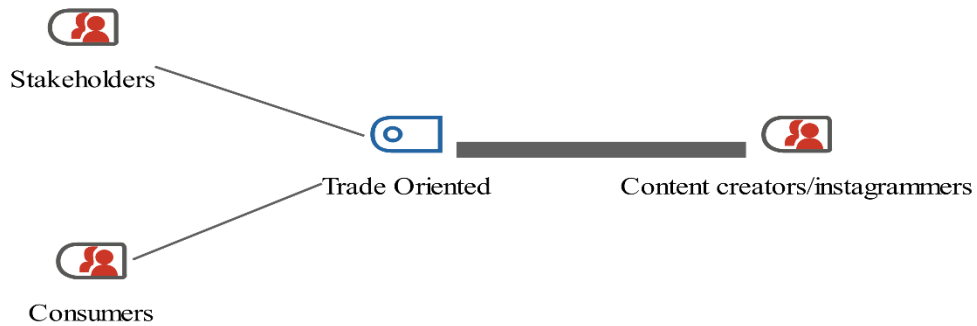


Figure 1. Trade-oriented target audience of Instagram's official blog

Figure 1 shows the trade-oriented target audience of blog posts. Line width reflects frequencies. The number of blog posts appealing to the “stakeholders” is 52. It includes collaboration and celebrations such as “Instagram + Facebook” or “Céline Dion & Instagram Celebrate Iconic Fashion”. The theme “consumers” contains 17 blog posts such as “Shop With Your ❤️ on Instagram” or “New Ways to Shop with Instagram Stories & Explore”.

The content “creator/Instagrammer” theme has 151 blog posts. It includes new filters such as “Five New Photo Filters: Slumber, Crema, Aden, Ludwig and Perpetua” or new features such as “Introducing Better Previews of Your Content, Outside of Instagram”.

The most obvious finding to emerge from the analysis is the dissolving of boundaries between creators and audiences. During the coding period, it was at times complicated to distinguish between the audience

of the blog, and whether it was addressed to content creators or regular Instagrammers. The blog post, which was addressed to a content creator, would also appeal to regular users.. People-generated content, rather than audience-generated content, is not a new concept; new technologies just make it more accessible and omnipresent than ever before. What is new is that people's expectations of being involved and having a voice are shifting (Lefebvre, 2007, p. 40).

Our second theme is the engagement-oriented target audience. Figure 2 shows the theme and the sub-themes. Its sub-themes are *cyber-bullying considerates*, *disadvantaged groups*, *media illiterate* and *ICT help seekers*.

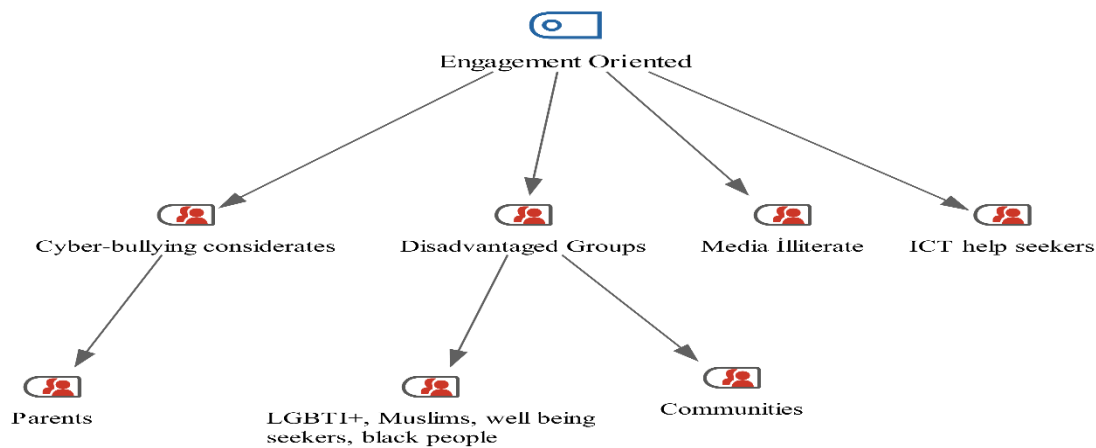


Figure 2. Engagement-oriented target audience of Instagram’s Official blog

31 blog posts addressed the first category of “cyber-bullying considerates” including “parents”. For instance “Kicking Off National Bullying Prevention Month With New Anti-Bullying Features” and “Introducing Threads for you and your Close Friends” topics belong to the first category.

The sub-category “parents” includes topics such as “A New Resource for the Parents of Teens on Instagram” and “Pausing “Instagram Kids” and Building Parental Supervision Tools”. These blog posts involve information about how to avoid being affected by negative content. Instagram is known as a platform that causes self-esteem issues and fear of missing out in teenagers (Rahardjo & Mulyani, 2020, p. 29; Jiang & Ngien, 2020, p. 1). In this respect, Instagram make parents consider that Instagram is a safe place for their children by addressing them via blog posts.

“Disadvantaged group” consists of 30 blog posts, and has sub-categories called “LGBTI+”, “Muslims”, “Black people”, and “well-being seekers”. The following topics are a few of 30 blog posts on the official blog.

“Celebrating LGBTQ Pride with New Features, Hashtags, & Tools”

“Ensuring Black Voices are Heard”

“Supporting Well-being with Guides on Instagram”

“Instagram’s #MonthofGood – Ramadan”

The above blog topics may be considered as a sign that Instagram cares about diversity in its community. Instagram enhances its features according to those groups' needs with stickers or hashtags (#) representing them. That finding is worth attention since it demonstrates the communication strategy of Instagram. It can therefore be assumed that Instagram targets disadvantaged groups all around the world in its blog posts.

The next category is “media illiterate”. The Instagram official blog contains 13 posts regarding the media illiterate. The blog posts on the media illiterate consider data policy, combatting misinformation, authenticity measures, or sensitive content. For instance “Combatting Misinformation on Instagram”, and “Reducing Inauthentic Activity on Instagram” are some of the topics. It can thus be suggested that blog posts addressed users who struggle to cope with misinformation and fake news.

The last category is “ICT help seekers” which contains 10 posts in it. Content analysis of the blog posts indicates that some of the posts cover how to use Instagram properly as in the following: “Updates and Guidelines for Including Music in Video”. Other sample topics are “Helping you understand what’s going on with your account”, and “Shedding More Light on How Instagram Works”. According to these data, we can infer that Instagram prioritizes educating its users and addressing some of its blog posts.

4.2. Responding to RQ2:

In this section, we tried to find out changing communication strategy of Instagram official blog in the context of media ecology.

Table 2 demonstrates the frequency of the posts of the official blog of Instagram. Writing blogs every day is one of the characteristics of a successful blog (Hans, Maqsad, Swami, & Kumar, 2021, p. 124). From this point of view, a closer inspection of the table indicates that the first years of blogging were not properly done. Although the distribution of the blog posts is irregular, the increase in posts in recent years is noticeable. This finding indicates an improvement.

Table 2. Instagram's Official Blog Post Distribution

| Posting Year | N |
|--------------|------------|
| 2022 (June) | 20 |
| 2021 | 33 |
| 2020 | 28 |
| 2019 | 21 |
| 2018 | 45 |
| 2017 | 74 |
| 2016 | 19 |
| 2015 | 8 |
| 2014 | 6 |
| 2013 | 10 |
| 2012 | 11 |
| 2011 | 2 |
| 2010 | 1 |
| Total | 278 |

However, the distribution is inefficient for interpreting the communication approach implemented via blogs. For this reason, we sorted the blog posts by year. Therefore, we were able to see the alteration in blog posts year by year. The following section argues the change in the blog posts and its reflection on the communication strategy of Instagram.

4.2.1. Blogging for “announcement”

Blogging for publicity was conducted in the years between 2010 and 2016. This phase is when Instagram considers that blogging is almost only for advertorial.

“Instagram named Apple's 2011 iPhone App of the Year” (2011)”

“Instagram Reaches 80 Million Users” (2012)

“Introducing Instagram Direct Messages” (2013)

“Celebrating an Instagram Community of 400 Million” (2015)

“500 Million Instagrammers, 500 Windows to the World” (2016)

The most common blog type is the “new feature announcement”. It is not possible to see a societal supporter post until 2017. Every new update or feature is shared with the public through the official blog page. In this era, the adopted communication strategy through blogging is “up-to-dateness”.

4.2.1. Blogging for Publics

This era started in 2017 and is continuing to date. The crucial shift occurred in 2017 with the blog topic “Instagram Celebrates the Transgender Day of Visibility with #KindComments”. From then on, the official blog of Instagram starts to consider and comprehend the publics.

According to Grunig, public is always a specialized group whose members have a reason to be interested in the activities of the organization (Grunig, 2005). From this point of view, while blog posts regarding online bullying are appealing to parents and other considerates, other Instagrammer may never be interested in the subject.

2017 is also the year when Instagram started to blog posts related to avoiding misinformation, combatting online bullying, or shedding light on how to use Instagram. This indicates that the Tech company intends to educate its audiences through its blog. Thus, another communication strategy of Instagram is *educational strategy*. However, that strategy does not work one-way. Instagram also learns from its audiences as well. Often blogging for special occasions such as “Instagram Celebrates British Gen Z Self Exploration” or “Celebrating the Season of Giving on Instagram” are examples of *reciprocity* strategy. The *reciprocity* is inevitable in the context of media ecology. Since media ecology is about how communication media affect people’s perception and understanding (Postman, 1970), users also affect the nature of the media itself.

As we get closer to the present, the official blog of Instagram displays that it comprehends many fragile groups such as LGBTI+, Muslims, black people, etc. That is to say, *Inclusivity* is another communication strategy of Instagram that we were not able to observe before 2016.

Given the explanations of blogging for publics, the communication strategy of the official blog of Instagram has been altered over time. Based on the analysis, the alteration is from announcement to blogging for publics. Figure 3 exhibits the alteration in strategic communication of the official blog of Instagram.

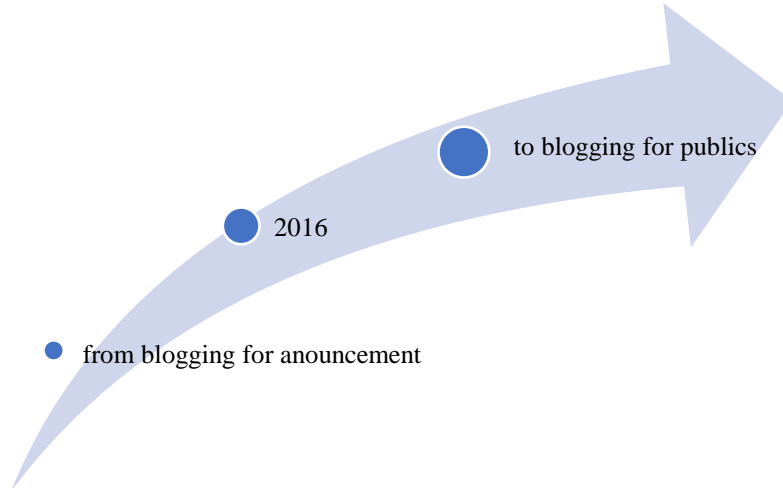


Figure 3. The ecology of Instagram's official blog

The change of communication strategy of Instagram could be considered as a result of media ecology. Postman defined media ecology as “the study of media as environments” (1970, p.161). According to this definition, the official blog page of Instagram is an environment. Blog posts are shaped by the audience’s demands, and the audience is affected by the blog posts. Hence, the Blog environment is mutual.

Conclusion

Although the present study attempts to uncover Instagram's official blog's communication strategy, it has more than one main point. First of all, we focus on the target audiences of the blog to exhibit the communication strategy. According to findings, Instagram considers those groups of people including stakeholders, consumers, and content creators among the group of “trade-oriented”. Furthermore, cyberbullying considerates, LGBTI+, Muslims, well-being seekers and black people, media illiterate, and ICT help seekers are under the group of “engagement-oriented”. As a social media platform, considering rather disadvantaged groups such as black people or Muslims shows that the platform attaches importance to diversity regarding race, religion, or social status. Blogging for diversity is an attention-grabbing way for communication strategy (Wilson, 2011, p. 106). It is also a wise way to engage more people, and to create popularity and positivity for the platform itself. It is also clever to

consider the fact that in today's world, people have more reasons to include themselves or their loved ones among the "disadvantaged" that needs to be celebrated and promoted.

Regarding our second research question, we tried to comprehend the changing ecology of the official blog of Instagram. As the expectations of media users change, the media has to adapt itself to these expectations. In the new changing world, users expect to be more welcomed, accepted, and represented. Other studies also show that many groups or communities such as clean eaters (Baker & Walsh, 2020, p. 53), breastfeeding moms (Locatelli, 2017, p. 2), genders (Caldeira, De Ridder, & Van Bauwel, 2018, p. 23), and Holocaust representers (Blackwood, 2019, p. 7) seek a scene on social media to display their existence. Our findings indicate that in the early phases of blogging practice, Instagram uses the blog page for the announcement merely. A study demonstrates that most companies do not have well developed strategies for corporate blogging (Cox, Martinez & Quinlan, 2008). Contrary to this study, Instagram has a communication procedure for its target groups. As we get closer to the present, the blog page starts to focus on audiences, and specializes in its posts for particular publics. That result indicates a changing ecology of blogging media. Instagram's communication approach has evolved in tandem with societal expectations. At this point, Instagram has determined the focus of its strategic communication for itself: inclusivity. It includes the illiterates, the disadvantaged groups, consumers, content creators, etc. Therefore, it is possible to state that Instagram has been trying to capture the zeitgeist. It also has a wholistic approach to the target group which brings us back to where we started: media ecology. A study signifies that the primary goal for blogging is to increase its visibility and reputation as an expert source of information among the media and specialized publics (Agerdal-Hjerminde & Valentini, 2015). It points out that every business can use blogs for different purposes, as in the example of Instagram.

As a result of the study, it is possible to say that the official blog of Instagram is a good representation of media ecology approach regarding the alteration in years. This overall result does not only indicate that Instagram is concerned about the expectations of publics, but also proves that the platform keeps up with the change. In this context, the current study contributes to the new media literature regarding strategic communication and its place in media ecology. Next step could be approaching the target groups or Instagram officials to ask about the strategic communication and social media, and analyze the findings in regard to the concept of media ecology.

To conclude, Instagram has a massive influence on people's daily lives on many levels—socially, culturally, economically, and politically—, and it unquestionably merits through scholarly scrutiny. Given the magnitude and complexity of these effects, investigating Instagram presents a variety of obstacles, and many gaps remain to be addressed. We, the authors, modestly hope to spark a meaningful discussion among social media researchers interested in extending Instagram research and media ecology studies.

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