



MIS453 SOCIAL MEDIA COURSE
TEAM PROJECT

“AYBU BLOG”

Dr. Keziban SEÇKİN CODAL

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Content Creating – 2 Blog Content

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Content Creating and Editing the Blog Page – 1 Blog Content

INTRODUCTION

What is a blog, what is a blog used for, who is it for and why do people use it? Weblogs, blogs can be defined as the online journals of the internet. These journals are typically texts where content is regularly written (photos, texts, other media) and hypertext links are added to other sites or pages suggested by the author.

When it comes to the question of why people use blogs, the writer may want to share parts of his life, want to report his comments and opinions, want to express his feelings, and create a community with people who agree with his ideas. Each of these requests can support each other.

For our social media lesson project, we, as a group, decided to take online journals of the internet as a topic. Our goals in this project is to see how to use the blog in general, how to interact and what kind of activity blogs have on the internet.

The point we learned from this assignment as a group is that the blog has a great depth in social networks. The blog, which has been used since the ancient times of the internet, has made people feel that the internet can be a part of their life and that it is not just about codes.

We will explain what we learned with the Blog we established in this project, and how blogs have a place among social media.

1) Why did you choose the platform to present your theme? What was your goal? How do you explain that this platform would meet your goals?

As a group, our goal was to establish a platform for the students of Yıldırım Beyazıt University, where students can share, where questions are asked and answered, and which also touches on daily life. For us, the blog was the platform that perfectly suited this goal. Blog will be the most suitable option for this platform, where there are topics that are curious and need to be addressed instead of providing direct interaction between students. Since the blog did not directly provide interpersonal interaction among other social media platforms, it served our purpose more. The reason for this is that the direct communication of students with each other can sometimes cause problems in social media. As the administrators of the blog, we prevent this problem and control what can be shared so that unpleasant events do not occur. Students have to send us the content and comments they want to share, and it has to be approved by us. Thanks to this feature of the blog, we can overcome unpleasantness and roughness.

2) Define your social capital classified in bonding capital and bridging capital, based on your shares in social media.

When we evaluate our social capital as AYBU Blog, we have a developing and increasing social capital. Our bonds with users tend to vary. Although our target is all Yıldırım Beyazıt University students, we see that we are spreading among the students of the Management Information Systems department at first. Therefore, it would be more correct to describe our social capital as bonding social capital at the moment. The reason for this is that we are currently addressing a certain part of our university. It is probable that this will turn into bridging social capital in the future and it is among our goals. We aim to increase our social capital in the future by addressing other departments, faculties and eventually all Yıldırım Beyazıt University students.

3) Define your cultural capital and symbolic capital through your shares.

As AYBU Blog, we are a group of 16 people. Each member involved in this project has their own cultural capital. So we found a way to combine this and access a rich cultural capital. We did not set any topics for admins to enter content. Each member produced content by revealing their own cultural capital and reflected their own ideas. In this respect, our content has become rich and diverse. Content from the users of our blog also helped to increase our cultural capital.

When viewed as symbolic capital, the frequency of our users' use of the blog, our understanding of our blog's acceptance from clicks and site logins show the level of our symbolic capital. When we look at our statistics, we can see that our blog content is accepted. This affects our success in the project and our symbolic capital.

4) Explain the social constructive of the social media platform based on the SCOT approach based on your shares in particular social media platform (interpretive flexibility, social group, stabilization, wide context).

Today, people use social media to share parts of their lives, to express an opinion or to defend an idea. In this direction, although the blog, which is the basis of our project, drives us to become an individual platform, we, as AYBU Blog, acted according to our target audience, not individuality. This may not be useful for some students. In terms of interpretative flexibility, we saw this as a minus. We added a "forum" section to this, allowing people to share their more personal experiences. The adaptation we could make in terms of interpretive flexibility was in this direction.

As a social group; As AYBU Blog, we tried to produce content for Ankara Yıldırım Beyazıt University students from all subjects, especially school. For example, from series suggestions to erasmus opportunities.

As stabilization; The continuity of our content was very important to us, so we maintained the continuity of the content by distributing tasks. Individual approach was not possible for our project. The main reason for this was that the blog was run by a group, not a single person. It is next to impossible for a platform run by a group to turn into a lot of individuality and a personal blog. That's why we determined our target audience as a community, not individuals. Users who entered our blog knowing that it is not a personal blog, adopted our page in this way and continued to use it.

5) What are the strategies that you use to achieve your goals?Detail your content.

The biggest strategy we use to reach our goals is to start a department-based way. Since our social media course is the course of the Management Information Systems department, we first shared it among the students from our department. We aim to continue as a faculty and as a whole university in the future. Our second strategy was to enable students to see not only school-related but also everyday content. Our student friends were able to see a variety of content, from the selection of cat food to series suggestions.

Example 1:



Another important part of our strategy was to enter moderated content. Since we do not accept content without moderation, we have contents that is clean and does not cause problems among students. The majority of our contents is aid content produced for the convenience of university students.

Example 2: Content for students' daily life and needs is always at the forefront for us.



Another strategy we use is to have our English contents available. Ankara Yıldırım Beyazıt University is a university where international students study. International students among our

group members prepared contents in English. In this way, we actually have the opportunity to reach every student.

Example 3:



6) What are the criteria for performance evaluation? How do you evaluate your performance?

“The moral is this: you can't move forward productively if you don't know where you're going and to do that, you need to know where you've been.”

We have determined 3 main criteria as performance criteria in our project. Blog performance is hard to measure, but to achieve our goal, we needed to see how our performance was going. That's why we identified the following 3 main criteria:

- 1) Content Performance
- 2) Interest of the Target Audience
- 3) Feedbacks

Content Performance: The contents are very important for our blog page and for our forum section. The performance of our content is our main criterion for measuring our overall performance. As blog administrators, we can see our statistics clearly. We can find answers to questions such as which content attracts attention, at what level, is it increasing, and we continue our content accordingly. We do not maintain content that is not liked or has low clicks. For

example, one of our favorite content was "Mini series Suggestions". We are thinking of turning this into a series.

Interest of the Target Audience: Our project is based on the students of Ankara Yıldırım Beyazıt University as the target audience. But first, we aimed to reach the students of the Management Information Systems department. We get department information from the students who contact us to see if we can attract the attention of the target audience. In this way, we can see whether we have reached the target audience or not. If our reach to the target audience is decreasing, the content for the target audience can be increased. This is extremely important for us in terms of performance measurement.

Feedbacks: Feedback is important in any project, in any business. Since we are still at the beginning level in our project, feedback plays an important role. We enable students who visit the blog to reach us through our "contact form" section. They can ask us questions and convey the parts we need to change. In this way, we can determine whether our performance is progressing positively or negatively. At this point, the feedback given by the teacher of our course is also very important. Based on these feedbacks, we can take positions, add add-ons to our blog or see our shortcomings. This increases our performance.

7) How did you improve your social media based on the feedback you received? The feedback we received was extremely important for us to improve our blog. Students were able to communicate with us through the "contact form". In addition, we made many additions with the feedback of our teacher. For example, our teacher said that because there is a blog about our school, the events held at the school should be announced. We followed this path and added the "events" section to the blog with a new plugin. In addition, we have put the "questions" section into service for more interaction. From here, students can ask questions anonymously or by name, and we find and answer them. Questions Section example:



Unknown 7 Ocak 2022 10:49

MIS305 Ders ödevi için katılabileceğimiz online konferans var mıdır?



AYBU BLOĞU 7 Ocak 2022 10:51

<https://bilisimzirvesi.com.tr/tr/etkinlikler/etkinlik/dijital-is-surecleri-ve-rpa>

Bu linkten online konferansa kayıt olabilirsiniz.

Events Section Examples:

TÜRKİYE ÜNİVERSİTE SPORLARI FEDERASYONU 2.LİG VOLEYBOL TURNUVASI

Aralık 30, 2021



Herkese Merhaba! Son yıllarda spor dünyasının gözdesi haline gelen voleybol aşkı sizin de hatırladığınız üzere ülkemizin Avrupa'da aldığı başarılarla daha da taçlanmıştı. Hem seyir zevki yüksek hem de popüler olmasıyla bu yıl Yıldırım Beyazıt Üniversitesi tarafından kadraja alındı. İlk olarak 2.Lig Kadın Voleybol Turnuvası başladı ve 18-24 Aralık 2021 tarihleri arasında oynandı. Maçları başarıyla tamamlayan okul takımımız 1.Lige çıkmayı başardı ve büyük beğeni topladı.

[Yorum Gönder](#) [DEVAMI](#)

AYBU BUSINESS JOURNAL Dergisi Yayın Hayatına Başladı!

Aralık 29, 2021







AYBU Business Journal, Ankara Yıldırım Beyazıt Üniversitesi İşletme Fakültesi'nin uluslararası akademik ve hakemli bir dergisidir. Dergi, altı ayda bir ve İngilizce olarak yayımlanacak. AYBU Business Journal Nedir? AYBU Business Journal, uluslararası düzeyde araştırmalara ulaşmayı ve araştırmalara yeni bakış açıları ve yaklaşımlar kazandırmayı hedeflemektedir. Dergi, işletme ve ekonomi alanında çok disiplinli çalışmaları kapsamaktadır. Dergi her yılın Haziran ve Aralık aylarında yayımlanacak. Derginin ilk sayısına buradan ulaşabilirsiniz. Dergi ayrıca Muhasebe, Finans, Bankacılık, ...

[Yorum Gönder](#) [DEVAMI](#)

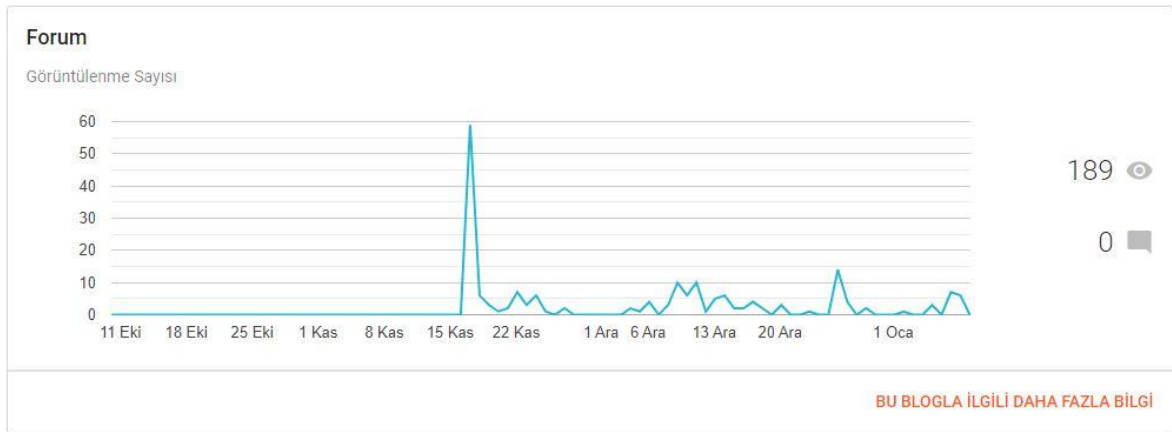
8) What are the gains from new version of your content that is improve by feedback?

Since the written content is the basis of our blog; It is very important for us to improve our content, to know which content is liked and which is less liked. We can understand most of the feedback we receive for our content from statistics. Factors such as high clicks and comments change our content. For example, if we see that the students like the posts from daily life more, we increase our shares in this direction. In this way, the popularity of our blog and its reach to the target audience also increase.

Yayınlar

	İşinize Yarayabilecek Web Siteleri AYBU BLOGU tarafından yayınlandı	13 
	Mensubu Olduğunuz Üniversitenin Guinness Rekorlar Kitabına Girmesi! AYBU BLOGU tarafından yayınlandı	3 
	Çile: Otobüs Sıraları AYBU BLOGU tarafından yayınlandı	2 

According to the above, we can see the number of views of the published content, the date on which it was viewed more, and its comparison with others.



9) What are your future plans?

When we decided on our future plans as a group, we first decided that this blog page would never end and be continued. When we come to the end of our project assignment, we plan to continue it as a group or transfer it to MISx, our school's Management Information Systems student club. The reason for this is that we trust our own department members to continue this project. MISx student club will be a club where Management Information Systems students carry out projects on informatics. That's why we aim to contribute to them and their formation with our project. In this way, the effort we put into our project will not disappear, and our student members that we have reached through AybuBlog will not be left in the middle.

In addition, our other future plan is to ensure that this blog page is not only specific to this department, but also a platform that all Ankara Yıldırım Beyazıt University students constantly use and cannot give up.

10) Define you market. Which type of market, individual marketing or collectivist marketing is more suitable for your target customer?

In a project it is important to know whether the target audience has an individual or collectivist culture. In this respect, although the blog is actually a platform that embraces individual culture, we, as the managers of the blog, considered ourselves collectivists from the very beginning, since we are a group of 17 people. As we mentioned in our project, we are developing a project for the students of our school, and the concept of "us" rather than "me" comes to the fore. The most suitable marketing for our project is collectivist marketing.

Cohesion between individuals (students) and concentration in a common area reflects the mission of our project. In collectivist marketing, we base the student community as a whole rather than individuals.

11. What is your marketing strategies based specific marketing type?

We all use Google and we've probably all seen pay-per-click (PPC) ads. We may have even clicked on some of these (non-organic) ads that appear above organic search results on results pages. We may even have seen PPC ads on social media platforms. Our main marketing strategy will be PPC, or pay-per-click. We aim to add advertisements to our blog site, and of course in a way that does not disturb users and does not fill the entire blog with advertisements. This will help us to increase awareness for our blog, to attract potential and target audience users to the blog.

Another strategy of ours will be Email marketing. Users need to enter an email to reach us, so we can collect user email addresses as data. This strategy involves using email to build relationships with users and convert them into customers. If we do it right, email can have a ROI of up to 4000%.

12. Is there a way to get rid of filter bubbles, bot accounts, fake news?

To roughly describe the filter bubble, it simply means seeing similar ideas on the internet and being in an informational bubble, in a sense. To roughly describe the filter bubble, it simply means seeing similar ideas on the internet and being in an informational bubble, in a sense. In the process of getting rid of filter bubbles, the creators of social media platforms or other sources of information should try to create unbiased websites. According to our opinions, schools are the most important. The training provided is of critical importance in this regard. Raising awareness to people is what will help reduce the negative effects of filter balloons. It is incredibly important to teach individuals how to seek information, how to investigate problems, and to show awareness of the situation they are in.

In order to get rid of bot accounts, our idea is to ask the user for more information. In this way, organic users can be obtained with the approval process.

Fake news is not very important for our Blog site because we do not share anything without moderation. But fake news can be dangerous for the internet and society in general. To reduce the effects of misinformation, people should try to reduce the visibility of that fake news.

Everyone should prevent the spread of false messages. In short, the best thing individuals can do is to not pay any attention to fake news.

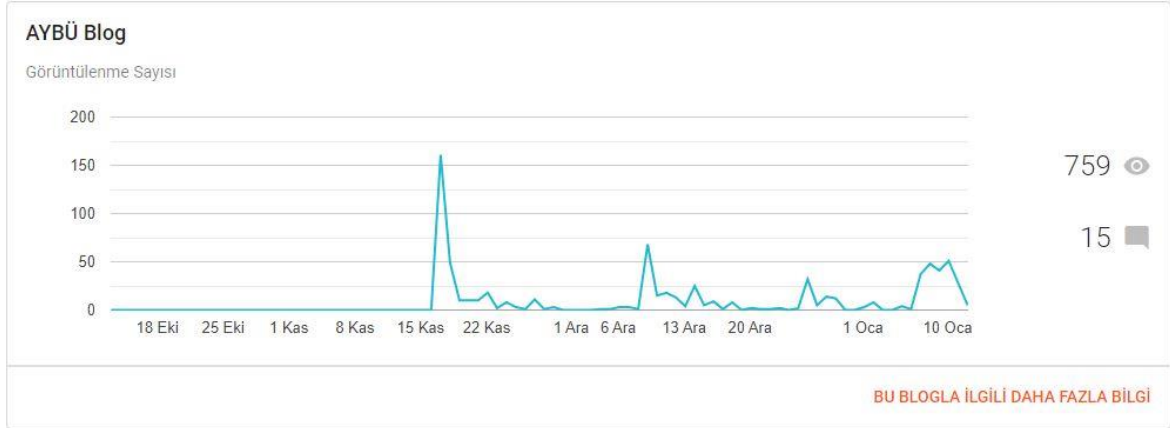
13) Discuss the social media dilemmas.

Considering the social media dilemma, the first word that comes to mind would be "addiction". It is such an addiction that we are not as clearly aware of it as smoking, drugs or gambling. We live in the age of social media, we benefit from many benefits, but it can be said that we pay the fiddler. People trying to explain themselves through social media instead of face to face, the desire to be liked, the "scrolling" addiction is an increasing pain that social media leaves us with each passing day. As AYBU Blog, we want our users to use our blog, but we never expect them to change who they are. The desire to be accepted is something that exists in every human being. However, people pretending to be someone they are not in order to be accepted harms people psychologically after a certain point. We cannot ignore the benefits of social media, but the psychological harm that it unwittingly imposes on people is not to be underestimated. Everyone should not forget that they are actually in control when using social media.

AYBU Blog Statistics

Blog Section Statistics:

Tüm Zamanlar	759	Bugün	5	Dün	28	Bu Ay	226	Geçen Ay	246
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Yayınlar		
	NASIL STAJ YAPILIR? STAJ DOSYASI NASIL HAZIRLANIR? STAJA DAİR MERAK ETTİĞİNİZ HER ŞEY BU BLOGDA! AYBU BLOĞU tarafından yayınlandı	25
	ÖĞRENCİ KULÜBÜ NEDİR? OKULUMUZDA HANGİ ÖĞRENCİ KULÜPLERİ BULUNMAKTADIR? AYBU BLOĞU tarafından yayınlandı	24
	Ankara Yıldırım Beyazıt Üniversitesindeki Uluslararası Fırsatlar AYBU BLOĞU tarafından yayınlandı	22
	CV Nasıl Hazırlanır? AYBU BLOĞU tarafından yayınlandı	21
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	MINİ DİZİ ÖNERİLERİ AYBU BLOĞU tarafından yayınlandı	17
	Esenboğa Kampüsü Öğrencilerine Aktivite Öneriler AYBU BLOĞU tarafından yayınlandı	12
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	ÖĞRENCİLER İÇİN KOLAY, PRATİK VE HIZLI KAHVALTILIK TARİFLER AYBU BLOĞU tarafından yayınlandı	8

	MIS iş Alanları AYBU BLOĞU tarafından yayınlandı	7 
	Kedi Maması Seçerken Dikkat Etmemiz Gerekenler: AYBU BLOĞU tarafından yayınlandı	6 
	Zamanı verimli kullanmak AYBU BLOĞU tarafından yayınlandı	4 
	Ücretsiz Sertifika Veren Firmalar AYBU BLOĞU tarafından yayınlandı	4 
	Uzaktan Çalışma AYBU BLOĞU tarafından yayınlandı	2 
	Blog Platform Seçimi - Nasıl Açılır AYBU BLOĞU tarafından yayınlandı	2 

Sayfalar

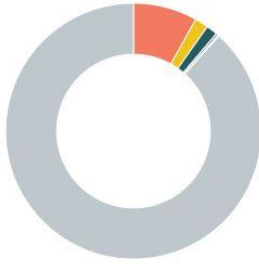





Hakkımızda
AYBU BLOĞU tarafından yayınlandı

22 

En Çok Yönlendirenler

Mutlak sayı ▼

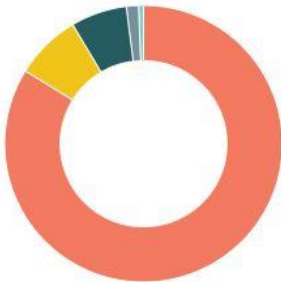


	aybu-forum.blogspot.com	57
	sorulariniz.blogspot.com	12
	www.google.com	10
	localhost:63342	2
	accounts.google.com	1
	Diğer	622

Kitle

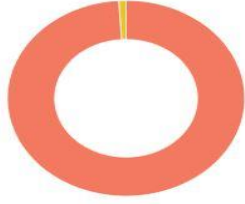
Mutlak sayı ▼

Tarayıcılara Göre Sayfa Görüntüleme Sayısı



	Chrome	590
	Firefox	54
	Safari	46
	CriOS	10
	SamsungBrowser	4

En Sık Görüntüleyen Yerler



Türkiye
Hollanda

697
7

Forum Section Statistics:

Tüm Zamanlar	208	Bugün	4	Dün	15	Bu Ay	36	Geçen Ay	82
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Yayınlar

İ	İşinize Yarayabilecek Web Siteleri AYBU BLOĞU tarafından yayınlandı	13
E	Esenboğa'da Hayat AYBU BLOĞU tarafından yayınlandı	6
M	Mensubu Olduğunuz Üniversitenin Guinness Rekorlar Kitabına Girmesi! AYBU BLOĞU tarafından yayınlandı	5
Ç	Çile: Otobüs Sıraları AYBU BLOĞU tarafından yayınlandı	2
O	Our University AYBU BLOĞU tarafından yayınlandı	1
A	AYBU ERASMUS APPLICATION AND STUDENTS EXPERIENCES AYBU BLOĞU tarafından yayınlandı	1
M	My life experience at AYBU AYBU BLOĞU tarafından yayınlandı	1


Events Section Statistics:


Tüm Zamanlar	63	Bugün	0	Dün	6	Bu Ay	41	Geçen Ay	22
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Comments:


 0 takipçi	 19 yayın	 11 yorum
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Tüm Zamanlar 759 	Bugün 5 	Dün 28 	Bu Ay 226 	Geçen Ay 246 
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- 


Gerçekten faydalı bilgiler verilmiş. Ben de şunu eklemek isterim. Artık çağımızda yapay zeka oldukça gelişti ve ileride pek çok işi tek başına yapabilecek konuma gelecek. Bizler bunun farkına varıp, bu durumu lehimize çevirmeye çalışmalıyız. ...
- 


suheyb, "Importance of Sports for Students and Children" için yorum yaptı 9 Oca 2022
Sporting activities are extremely good to the students and children's health.
- 


AYBU BLOĞU, "ÖĞRENCİ KULÜBÜ NEDİR? OKULUMUZDA HANGİ ÖĞRENCİ KULÜPLERİ BULUNMAKTADIR?" için yorum yaptı 9 Oca 2022
Listeye eklenmiştir. Teşekkür ederiz dikkatiniz için. Sevgilerle.
- 


Erdal KÖMÜRCÜ, "MINİ DİZİ ÖNERİLERİ" için yorum yaptı 9 Oca 2022
Dizi demişken şu ana kadar izlediğim en iyi dizi "Breaking Bad". Üstüne dizi görmedim, görmem de muhtemelen çok sever, kendisi de kimyager zaten.   
- 


aybunundahaiyibiruniversiteolmasiniisteyenbiraybulu, "ÖĞRENCİ KULÜBÜ NEDİR? OKULUMUZDA HANGİ ÖĞRENCİ KULÜPLERİ BULUNMAKTADIR?" için yorum yaptı 9 Oca 2022
Okulumuzun yeni sayılabilecek olan kulüplerinden "AYBU Statistics & AYBU Statistics & Data Science Club Science Club" listeye eklenmemiş. Onu da ekleyebilirsiniz.
- 


aybunundahaiyibiruniversiteolmasiniisteyenbiraybulu, "Ankara Yıldırım Beyazıt Üniversitesi'ndeki Uluslararası Fı... için yorum yaptı 9 Oca 2022
Okul bizlere daha kaliteli ve daha çok sayıda yurtdışı fırsatları sunabilir. Bu tarz bir yaklaşım izlenirse gündeme turşu haberleri ile gelmeyiz.
- 

Bilinmiyor, "MİS İş Alanları" için yorum yaptı 23 saat önce
Pek çok iş fırsatı sunan bir bölüm olmakla beraber aslen işimizin ne olduğunun tam olarak anlaşılmadığını düşününlerdenim. Bizim işimiz yazılım bilenlerle bilmeyen yöneticiler arasında bir köprü vazifesi görüp performans, ...
- 

Bilinmiyor, "Zamanı verimli kullanmak" için yorum yaptı 23 saat önce
Zamanını verimli bir şekilde kullanmaya başlayınca eskiden hiçbir şeye yetmeyen zaman her şeye yetip artıyor bile :)
- 

Bilinmiyor, "MINİ DİZİ ÖNERİLERİ" için yorum yaptı 2 gün önce
Hoş yapımlar. Denemek lazım :) Ben de Sherlock dizisini önermiş olayım.
- 

Bilinmiyor, "ÖĞRENCİLER İÇİN KOLAY, PRATİK VE HIZLI KAHVALTILIK TARİFLER" için yorum yaptı 2 gün önce
Hepsi de çok lezzetli görünüyor. Karnım acıktı :)
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Bilinmiyor, "Kedi Maması Seçerken Dikkat Etmemiz Gerekenler:" için yorum yaptı 10 Oca 2022
Biraz zahmetli görünüyor ama o minik sevimli dostlarla yaşamak için değer bence :)
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Bilinmiyor, "21. Yüzyıl Becerileri Nelerdir?" için yorum yaptı 10 Oca 2022
Gerçekten faydalı bilgiler verilmiş. Ben de şunu eklemek isterim. Artık çağımızda yapay zeka oldukça gelişti ve ileride pek çok işi tek başına yapabilecek konuma gelecek. Bizler bunun farkına varıp, bu durumu lehimize çevirmeye çalışmalıyız. ...

Questions Section Statistics:

Tüm Zamanlar	137	Bugün	5	Dün	13	Bu Ay	126	Geçen Ay	11
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Unknown

MIS305 Ders ödevi için katılabileceğimiz online konferans var mıdır?



AYBU BLOĞU

<https://bilisimzirvesi.com.tr/tr/etkinlikler/etkinlik/dijital-is-surecleri-ve-rpa>

Bu linkten online konferansa kayıt olabilirsiniz.

YANITLA



Unknown

Okulun yüzme havuzu var mı?



AYBU BLOĞU

Maalesef yok :(

YANITLA



Unknown

Okulun spor tesisi var mı?



AYBU BLOĞU

Okulun merkez kampüsünde basketbol, futbol ve tenis sahası bulunmaktadır.

YANITLA



Unknown

Merkez kampüsü merkeze uzak mı?



AYBU BLOĞU

Kızılaydan 474 ile 45-50dk sürüyor.



Unknown

Okulun kendi yurdu var mı?



AYBU BLOĞU

Açılmak üzere.

YANITLA



Unknown

Yıldırım Beyazıt mı Timur mu? :)



AYBU BLOĞU

Kimin fili varsa o :)

YANITLA



Unknown

Okul kulüpleri aktif olarak etkinlik yapıyor mu?



AYBU BLOĞU

Evet.

YANITLA



Unknown

Yaz okulu mevcut mu?



AYBU BLOĞU

Bildiğim kadarıyla var ama her ders ve bölüm için yok.

YANITLA



Unknown

Okulun kendine özel otoparkı var mı?



AYBU BLOĞU

Evet Var.

YANITLA



Unknown

Okul yemekleri kaç lira?



AYBU BLOĞU

2.5TL



Unknown

Hangi otobüsler merkez kampüsüne gidiyor?



AYBU BLOĞU

474,486,472 Şehir merkezinden merkez kampüsüne giden otobüsler.

YANITLA



Unknown

Yönetim bilişim sistemleri yazmayı düşünüyorum, Tavsiye eder misiniz?



AYBU BLOĞU

Yönetim bilişim sistemleri öğrencileri olarahtan tavsiye ediyoruz.

YANITLA



Unknown

İstagramda takip edebileceğim okul ile ilgili güzel sayfalar var mı?



AYBU BLOĞU

Aybucaps'i takip edebilirsin, herkese hitap eden bir tarzları var.

YANITLA



Unknown

Merhabalar, okul çevresinde eve çıkmayı düşünüyorum, nereyi önerirsiniz?



AYBU BLOĞU

Kuzey Ankara,Pursaklar,Saray okula yakın ve ucuz yerler.

Summary

In summary, within the scope of the AYBU Blog project, we have established a blog page for Ankara Yıldırım Beyazıt University students where they can feel belonging, interact, satisfy their curiosity and gain information. Within the scope of the project, we realized that the students were actually in search of information about the school that they could not reach.

The questions section has been an important area for our blog in this respect. As managers, we researched what we were curious about and thought that our friends would also be curious about them, and we shared them. Thanks to our growing interactions and positive feedback, we have decided that this project has a future.

As AYBU Blog, we aim to create a blog community that appeals to all Yıldırım Beyazıt University students in the future and to spread it as a trend belonging to our university.

In addition, within the scope of the project, each group member got information about social media management, some group members were interested in the technical parts of our blog page and some group members were interested in our content part.

This project also contributed to teamwork and task distribution. It has to be said that, as AYBU Blog, we learned that the blog still has a place among other social media platforms in this project and that interactions can also be achieved from this platform.

We hope that the AYBU Blog will become a trend for our university in the future.