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Social media in logistics

Platforms in Türkiye in numbers, what to post, which indicators to measure, data protection and advertising rules, digital footprint and fraud, crisis communication, and using social media soundly as a source of information

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SHORT ANSWER

In our view, the main job of social media in logistics is to build trust: to show that the company is real, what it does and how it thinks. According to DataReportal, at the end of 2026 LinkedIn had 25.0 million registered members in Türkiye and Instagram an advertising reach of 60.2 million; in our experience B2B decision-makers are usually reached on LinkedIn. Success is measured not by followers but by engagement rate, website visits and quote requests. Photos of employees and visitors are personal data; publication usually needs explicit consent, and consent must be provable. Voyage and cargo details carry security risk. Port and route news from social media should not be used until it is confirmed by an official source.

A short note first

The platform suggestions, content ideas and measurement approaches on this page are interpretation and are marked as such. Figures and legal rules are sourced. On legal questions this page is not advice; consult your company's data protection and legal advisers.

What is social media for in logistics?

Logistics is a service; the customer buys a promise. In our view, that is why the main job of social media in logistics is to build **trust**: to show that the company is real, what work it does and how it thinks. Social media plays three distinct roles in the sector:

- **Marketing and brand:** presenting services, corridors and expertise; reaching prospects; being visible as an employer.
- **Source of information:** following port, route, regulatory and market developments. The real task is telling a reliable source from a rumour.
- **Area of risk:** a careless photo can become a data protection breach, a voyage detail a security gap, a fake account a fraud.

The general marketing framework (services marketing, B2B, STP, the 7Ps) and the principles of a brand's digital visibility are covered in the Brand and digital visibility in logistics section. This page applies those principles to social media: platforms, content, measurement, rules, security and checking information.

Platforms in Türkiye in numbers

According to DataReportal's October 2026 data, Türkiye has 61.0 million social media user identities, equivalent to 69.3% of the population. That is a 2.0% fall on a year earlier. The source notes that user identities may not represent unique individuals and that comparisons between years need care.

Platform	Advertising reach in Türkiye (late 2026)	Typical role in logistics (interpretation)
LinkedIn	25.0 million registered members, 28.4% of the population	Reaching decision-makers and people in the industry; expertise content, company news, recruitment
Instagram	60.2 million, 68.4% of the population	Visual storytelling: operations, the team, fairs and events; employer brand; consumer delivery services
Facebook	33.2 million, 37.7% of the population	Local and broad audiences; some industry groups and consumer-facing announcements
YouTube	61.0 million, 69.3% of the population	Longer formats: training videos, facility tours, webinar recordings
X	16.6 million, 18.8% of the population	Real-time announcements and crisis monitoring; quick statements from institutions

Source: DataReportal, Digital 2027: Turkey (late 2026 data). The figures are advertising reach estimates from the platforms' own tools; for LinkedIn, total registered members. They are not monthly active users or unique people. Another measurement tool (NapoleonCat) gives 81.9 million for Facebook, 68.2 million for Instagram and 19.12 million for LinkedIn for the same period. The gap between tools shows that these are reach estimates, not exact user counts. Always use the same source when comparing.

Our reading of the figures: in Türkiye, YouTube and Instagram reach the widest audience. The figures do not measure where decision-makers are concentrated, but LinkedIn being a professional network makes it easier to reach B2B decision-makers there. For a freight forwarder, LinkedIn is usually the main channel, with Instagram supporting the team and the employer brand. This is interpretation; the type of customer (corporate exporter, e-commerce seller or private sender) changes the choice of channel.

What to post: content types and calendar

The content types below are suggestions for a logistics company. One test applies to all of them: does the post answer a customer's question, or does it only say "we are here"?

Content type	Example	Watch out for
Information and guidance	What a new customs rule means for exporters; a common mistake with an Incoterms rule	Cite the source and date it. Wrong regulatory information erodes trust quickly.
Market note	Freight rate trends, capacity, port congestion	Name the source of every figure; do not present a forecast as fact.
Service and corridor	A new service, warehouse, certificate	Do not imply offices or capacity you do not have (see the marketing basics).
Operations moment	A project cargo lift, a difficult delivery	The customer's permission; brands and numbers on the cargo; consent of people shown; the facility's filming rules.
Events and fairs	A fair stand, an industry meeting	Consent of the people in the photo; visitors' names.
Employer brand	The team, training, an internship programme	An employee's photo and name are personal data; consent and the right to withdraw it.

Calendar and approval. In our experience, a steady, modest rhythm builds more trust than irregular bursts. A suggested workflow:

1. Plan a monthly content calendar.
2. Give every post an owner.
3. Have a second person check any post with regulatory content or prices (the four-eyes principle).
4. Get approval before publishing anything that touches a customer, a cargo or security.

For fair and event communication see Marketing basics in logistics; for the background to market notes see Shipping markets and freight cycles.

Measurement: which indicators to watch

Follower numbers on their own say little. B2B sales cycles are long, and the effect of a post may show up months later as a request for a quote. So choose indicators that fit the goal.

Indicator	How it is calculated	What it tells you
Impressions	The number of times a post was displayed	Size of reach; does not show interest on its own
Engagement rate	For LinkedIn Pages: (clicks + reactions + comments + reposts + follows gained) ÷ impressions × 100	Whether the content drew interest; the basic measure for comparing posts
Click-through rate (CTR)	Clicks ÷ impressions × 100	Whether the post moves the reader to the next step, such as the website
Website visits	Measured in web analytics by adding UTM parameters to links	How much traffic social media brings to the site and the quote form
Quote requests and meetings	Forms, e-mails or calls originating from social media, logged in the CRM with their source	Impact that turns into business; the real goal
Response time	Time to the first reply to messages and comments	The visible face of service quality

Worked example (hypothetical figures). A post receives 4,000 impressions, 60 clicks, 45 reactions, 10 comments and 5 reposts. Engagement rate: (60 + 45 + 10 + 5) ÷ 4,000 × 100 = 3.0%. Click-through rate: 60 ÷ 4,000 × 100 = 1.5%.

Not every tool counts follows gained: the definition in LinkedIn's developer documentation divides clicks, likes, comments and shares by impressions. When comparing posts, always use figures from the same tool.

UTM parameters are tags added to the end of a link: `utm_source` (source), `utm_medium` (type of channel) and `utm_campaign` (campaign). They let web analytics tell which post a visit came from. Example: `?utm_source=linkedin&utm_medium=social&utm_campaign=reefer-guide`. Always use the same name for the same channel; values are case-sensitive, so always use lower case. Otherwise reports fragment.

Rules: data protection, advertising and commercial information

Data protection: photos and names are personal data

A photo, video or name from which an employee, customer or visitor can be identified is personal data. Türkiye's Personal Data Protection Law No. 6698 (KVKK) defines explicit consent as consent "on a specific matter, based on information and given of free will" (art. 3). Three lessons from practice:

- **Publishing on social media needs consent.** A university's data protection guidance note states that publishing event photos on social media does not fall under the other processing conditions in art. 5(2) of the Law and requires explicit consent. The note adds that agreeing to be photographed is not agreeing to publication.
- **Consent must be provable, and erasure requests met on time.** In decision 2021/422 of 27 April 2021, a former instructor's photos stayed on the employer's social media account despite her request for removal. The employer said the photos had been taken with consent but could not document explicit consent. The Personal Data Protection Board found the processing unlawful, noted that the request should have been met within 30 days, and imposed an administrative fine.
- **Announcements about employees must be proportionate.** In decision 2022/386 of 21 April 2022, a company posted on its public account the name of a manager it had dismissed, together with an accusation against him. The Board found this contrary to the principle of proportionality and imposed an administrative fine of TRY 30,000.

The Board's principle decision 2026/1301 of 1 July 2026 was published in the Official Gazette on 28 July 2026. It concerns public bodies' website and social media posts and asks that staff, above all those running these accounts, receive regular training. In our view, training the social media team on data protection is a sensible step for any company.

Advertising and collaborations

The guideline adopted as a principle decision at the 309th meeting of Türkiye's Advertising Board on 4 May 2021 covers commercial advertising by social media influencers aimed at consumers. It requires advertising to be clear and distinguishable and prohibits covert advertising. It calls for wording such as #reklam (#ad) or #işbirliği (#collaboration) in posts. The advertiser, the agency, the media organisation and the influencer are each separately responsible for compliance. Because the guideline is written for advertising aimed at consumers, promotion aimed only at corporate customers would be expected to fall outside it; this is our interpretation. If you work with a content creator for a consumer-facing delivery or e-commerce service, you fall within its scope.

Customer and cargo information

The points below are recommendations; they rest on the confidentiality terms in contracts and on the nature of the business relationship:

- **A customer's name, cargo and price** belong to the customer. Get written permission before posting them.
- **Check the details in photos:** bills of lading, invoices, screenshots; container and seal numbers; brands and addresses on the cargo. These are easy to post by accident; crop or blur them before publishing.
- **Filming in ports and terminals:** Port facilities serving ships on international voyages operate under approved security plans under the ISPS Code. Follow the facility's rules and get permission before filming or posting inside.

Security: digital footprint and fraud

Everything posted on social media is also data for someone who does not mean well.

- **Voyage and location details.** In an information note of September 2025, the Joint Maritime Information Center (JMIC), which publishes threat assessments for a region including the Red Sea and Gulf of Aden, advised the maritime industry to review its digital footprint. Our recommendation that follows from this: do not post in real time the route and timing of a ship passing through a high-risk area, or the loading time and place of high-value cargo.
- **Fake accounts and fake companies.** The US Federal Bureau of Investigation (FBI) issued a warning on 30 April 2026. According to the warning, estimated cargo theft losses in the United States and Canada reached nearly USD 725 million in 2025, 60% more than the year before. The warning describes road freight brokerage; the attacks use phishing e-mails, compromised accounts and fake domains that imitate real companies. The FBI recommends verifying every shipment request through a second channel and using multi-factor authentication. FIATA, the international federation of freight forwarders, also warned its members about fake e-mails using its name in 2022, January 2025 and July 2025; the 2022 warning concerned fake e-mails claiming that FIATA's bank details had changed.
- **In practice:**
  - Search regularly for fake accounts using your company's name and report them to the platform.
  - Verify any payment, change of bank details or cargo release request arriving via social media by calling a number you already know.
  - Do not give shipment details in a public comment to someone asking for a tracking number; verify the person and answer through a private channel.
  - Turn on multi-factor authentication for company accounts and keep admin rights to as few people as possible.

For the wider framework of digital documents and cyber risk see Digital logistics and the electronic bill of lading (eBL).

A detailed guide to trade and payment fraud

This section covers risks arising from social media and fake accounts. "Our bank account has changed" emails, fake forwarders and carriers, forged bills of lading, fake buyers and suppliers, company verification routes in Türkiye and what to do in the first hours after an incident are covered on a separate page: Fraud in trade and logistics: red flags and safeguards.

Crises and employee posts

An accident, cyber attack, strike or major delay starts being discussed on social media before the company speaks. The principles below are recommendations:

1. **Affected customers first.** Inform directly affected customers by e-mail or phone; social media should not be their first source of news.
2. **One voice, verified facts.** Decide in advance who will speak. Give only confirmed information; do not speculate or assign blame.
3. **Short, regular updates.** A timed statement such as "we are looking into it and will update at 16:00" is better than silence.
4. **Keep records.** Save posts, the questions received and the answers given; they may be needed later in an insurance or legal process.

Employee social media policy. Employees' visibility on LinkedIn strengthens the company, but the rules should be written down from the start. The policy should answer these questions:

- Who may speak for the company?
- Which information is never shared? Customers, prices, cargo, security and internal correspondence, for example.
- How are personal views kept separate from the company's?
- Who should be told when a mistake is noticed?

Social media as a source of information

A port closure, a route change, a new customs measure or a jump in freight rates is often heard first on social media. Not everything heard there is true. Ranking sources by reliability makes the job easier:

Type of source	Example	How to use it
Official body	Ministry of Trade, Ministry of Transport and Infrastructure, harbour masters, IMO; for maritime security, UKMTO and JMIC	Primary source. Check the post on the body's own website or in the official text.
Carrier's official notice	A customer advisory from a line, airline or terminal	Binding information for your shipment. Confirm the notice on the carrier's own website or customer portal.
Industry body	Forwarder, shipowner and port associations; international federations	Context and commentary. If it points to the original source, read it there.
Trade press	Shipping and logistics publications	A quick summary. Trace figures and claims back to their source.
Personal and anonymous accounts	Individual posts, messaging groups	May be an early signal, but never a basis for a decision on its own.

The Red Sea is a concrete example of the official-source principle. The September 2024 joint transit advice of industry bodies recommends using official sources such as JMIC, MSCHOA and UKMTO in risk assessment. JMIC, for its part, warns that information from channels linked to the attacking group, which present themselves as offering support services, should be treated with extreme caution. Not every account that looks official is official.

Five checks before you share:

1. Who is the original source?
2. When was it published? An old story may be circulating again.
3. Is the account genuine? Look for small differences in the domain or username.
4. Does another independent source say the same thing?
5. Is the image genuine? Screenshots are easy to edit, and AI-generated images can be hard to tell from real ones.

Where to go next in the guide

- Services marketing, B2B and digital visibility principles: Marketing basics in logistics
- Background to market notes: Shipping markets and freight cycles
- Digital documents and cyber risk: Digital logistics and the electronic bill of lading (eBL)
- Consumer delivery and e-commerce channels: Distribution channels, retail logistics and the last mile
- Roles and careers in the industry: Careers in logistics: roles and paths

Test yourself

1. A post received 5,000 impressions, 50 clicks, 30 reactions, 15 comments and 5 reposts. What is the engagement rate on the LinkedIn Page formula? *(Answer: (50 + 30 + 15 + 5) ÷ 5,000 × 100 = 2.0%.)*
2. A team photo taken at a fair also clearly shows a visitor. What do you need before publishing it on the company account? *(Answer: That person's explicit consent to publication on social media. Without it, crop the person out or make them unrecognisable.)*
3. A message arrives via social media: "Our bank account has changed, please pay the freight into this account." What do you do? *(Answer: Before paying, verify the request through a second channel, using a phone number you already know. FIATA has warned about fake e-mails claiming its bank details had changed, and the FBI recommends verifying requests through a second channel.)*
4. An account posts that a port has closed. What do you check before telling the customer? *(Answer: The official notice from the harbour master or terminal operator, and the carrier's customer advisory.)*

Frequently asked questions

Which social media platform should a logistics company start with?
In our view, for a company serving corporate customers LinkedIn is usually the first channel; according to DataReportal it had 25 million registered members in Türkiye at the end of 2026. Instagram can support the team and the employer brand. For companies delivering to consumers, Instagram and Facebook matter more. This is a suggestion; your type of customer decides.

What do we need to post employees' photos on the company account?
In most cases, the employee's explicit consent to publication on social media. Consent must be on a specific matter, informed, freely given and provable, and it can be withdrawn. The Personal Data Protection Board found it unlawful that a former employee's photos were not removed despite a request and that consent could not be documented.

How is social media success measured?
Look at indicators tied to your goal rather than follower numbers: engagement rate, click-through rate, website visits from social media and the quote requests those visits generate. Add UTM parameters to links to separate website traffic, and log quote requests in the CRM with their source.

Can we post a photo of our customer's cargo?
With the customer's written permission. Before posting, check details in the photo such as bills of lading, container and seal numbers, brands and addresses. Inside ports and terminals, follow the facility's security rules.

Can I trust port or route news I read on social media?

Not on its own. Find the notice from the official body or the carrier itself, check its date and whether the account is genuine, and compare it with a second independent source. For maritime security, official sources such as UKMTO and JMIC are the reference.

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