**ABSTRACT**

A role of social media in a communication process with a contemporary customer is systematically increasing, which is reflected in a size of marketing budgets allocated to this objective. Hence, people have always shared their opinions, remarks, and feelings, and social networking sites are perfect space for that purpose. Brands, which will understand the social media essence and lead a narration with their customers in a creative way, have an opportunity to last longer in their awareness. However, it is worth to consider what the customers expect and what they are inspired by which makes them active in social networking services.