Informing voluntary public is providing additional information by business to increase effectiveness of the decisions of business owners, account owners and other relevants in addition to the information that enterprises are required to explain.

In this study, document analysis method is used. Research is done by taking into account 'Voluntary Disclosure Control List' in the article Gary K Meek, Clare B. Roberts, Sidney J. Gray, "Factors Influencing Voluntary Annual Report Disclosures By U.S., U.K. and Continental European Multinational Corporations ",. In the article containing the list, factors affecting voluntary public informing of three types of information (strategic, financial and nonfinancial) in annual reports of multinational firms in USA, England and European continent are examined. In the study, the reason of basing on the list in this article is the similarity of Turkcell inc. selected as analysis unit with the firms surveyed in the article. Annual reports of Turkcell inc. for the past five years and the company’s official website are used as data source. Voluntary informing system of Turkcell inc. is examined (in terms of activities carried out, critique of informing system and proposals for informing system).