“Have you ever heard of Instagram or twitter?” It is very likely that most college students would answer “YES.” “Have you ever used Instagram or twitter for your PR classes or for any advertising?” The answer would probably yes. Since social media has changed so much over the years, American public relations educators are aware of the importance of the tool and trying to add social media content to their curriculum. PR students on many different campuses use social media to communicate with each other and share important information. Does PR students use social media for academic or non-academic purpose? Is social media an important part of PR students’ academic life or is it just seen in a social aspect? How is the importance, either perceived or actual, of social media to PR education viewed by students? The purpose of this study is to examine social media’s perceived and actual roles in public relations on a college campus. Ultimately, the paper wants to identify if there is a gap between perceived and actual importance of social media for PR education. The study will research survey and focus group interviews with content analysis. The textual data will be examined to shed light into the results.