**Abstract**

Social media [technology] has become a growing phenomenon with many and varied definitions in public and academic use. Social media generally refer to media used to enable social interaction. For our purposes, the term social media technology (SMT) refers to web-based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated or existing content, in digital environments through multi-way communication. The use of social media interfaces through computer and mobile devices has become quite widespread, and currently, the two most prominent interfaces are Facebook and Twitter. Facebook allows users to create profiles; allows those user-operated profiles to interact with each other; allows for the expression of interests and the discovery of commonalities between users; and allows users to build and maintain connections and invite others to join a community. In contrast, Twitter is a social media interface that enables users to share a limited amount of user-generated content, quickly and easily, to an extensive number of other users. With this interface, the communication exchange is central, and the creation and sharing of user profiles is not necessary, but Twitter can link to user profiles that exist on other social media interfaces. Though teachers and students are now pushing learning beyond the borders of the classroom through social networking, which move also comes with hurdles, including the fact that many schools still block access to such sites within their walls. School officials must also confront the uncertainties and questions surrounding privacy issues, proper management, and cyber security when they open their doors to social-networking sites.