**Abstract**

In the information technology era, Social networking sites, such as, facebook, twitter, you tube, instagram, etc., play an essential role in the education system. It is a powerful media and education tool used for communication, information seeking and sharing. College students are the wide users of social net working sites. It assists them to obtain information regarding academic matters and also to build cordial relationship with teachers and class mates. A sample of 200 respondents from 10 arts and science colleges has been taken for the study by adopting convenience sampling technique. The statistical tools, such as, percentage analysis, Descriptive statistics, ANOVA and t- test have been applied to analyse the data. The study has concluded that the majority of the students are belongs to the age of 20 years and they are using social networking sites daily. The study factors, such as, numbers of years of using social networking sites, usage of social networking sites and usage of social networking sites per day have a significant difference with the students’ perception. The proper usage of social networking sites may positively influence the academic performance of the students.