Abstract—The study entitled Utilization Effectiveness of Social Media For The Purposes of Education for Students of Senior High School of 1 Liukang North Tupabbiring, Senior High School of 2 Pangkajene and Senior High School of Tondong Tallasa Pangkep. Interest knowing Utilization Effectiveness of Social Media for educational purposes Students of Senior High School of 1 Liukang North Tupabbiring, Senior High School of 2 Pangkajene and Senior High School of Tondong Tallasa Pangkep. To find out the constraints in the use of Social Media for the benefit of the education of students. And compare the frequency of use of social media for high school students. This study uses quantitative methods using questionnaires as the primary source of collecting data. By circulating questionnaires to Siwa three schools with the number of students who filled out a questionnaire of 200 Shiva, second class and third class and use observation to see the students' daily activities at school. Research result shows that the utilization of social media for educational purposes Senior High School of 1 North Tupabbiring ineffective, Senior High School of 2 Pangkajene very effective and Senior High School of 1 Tondong Tallasa ineffective. Constraint the use of social media for educational purposes wifi facilities do not exist, the student's skills are minimal Students of Senior High School of 1 Liukang North, Senior High School of 2 Pangkajene and significant obstacles except the signal is not maximum Senior High School of Tondong Tallasa Pangkep. constraints and technical facilities there is no. While the comparison of the frequency of use of social media for students at three schools, Senior High School of 2 Pangkajene prominent among two other high schools.

Keywords—Social media, effectiveness, and education