Since consumers have no chance to try out services before purchasing food and beverage management, comments and evaluations about businesses in social media are becoming increasingly important in consumer preferences. In this study, the effects of social media sharing on the preference of food and beverage business of university students studying at undergraduate and associate degree level were investigated. The main population of the study is the university students who attending undergraduate and associate degree tourism education in the faculties and high schools located within Süleyman Demirel University. The survey method was used as the data collection technique in the study. Within the scope of the research, 400 students surveyed in 2017-2018 academic year were implemented in Tourism and Hotel Management, Accommodation Management, Tourism Management and Cookery programs within Süleyman Demirel University. Data were analysed by frequency analysis, Mann Whitney-U and Kruskal Wallis tests. According to the findings obtained from the tests applied, it was found that there was a statistically significant difference between the participation levels of the students to the effects of social media sharing in the preference of food and beverage establishments regarding the level of monthly incomes, educational status and duration of social media usage. On the other hand, it was found that there is no significant difference according to the gender variable