This study aims to investigate pre-service teachers’ views for universities’ social media use and their levels of benefit from social media in their university choices. It was designed with descriptive survey methodology. Using convenience sampling, the sample comprised 100 volunteer students enrolled in the teacher education programs in the College of Education, Suleyman Demirel University, Turkey in 2017-2018 academic year. The data were collected through a questionnaire consisting of demographic information form and scales related to social media in the literature. The results showed that the participants mostly followed Facebook and Twitter during their university preference periods, connected to the Internet through mobile phones and home computers, and more than half spent 1-2 hours a day on social media. During the process of university preference, participants mostly benefited from universities’ web sites, guidance services and student forums while moderately benefiting from Facebook and Youtube. They believe that the involvement of universities in social media will increase their institutional recognition and provide an innovative image. It was found that the participants mostly examined transportation, campus and social facilities of universities on social media. Their views and usage status were not significantly dependent on their gender, age and major.