

In Oman, small and medium enterprises increased and became keeping abreast of technological developments, and it is important to adopt social media in these businesses as they are a contributing part in raising the Omani economy. The results of secondary data collection showed that there are three main factors environmental factors, technological factors and Organizational factor factors for dependent variables (adopting social media in SMEs in Oman). Research design used for this study will be exploratory research because it identifies the reasons and factors underlying the appropriation of social media in small and medium enterprises in Oman and to examine the developed hypothesis use the causal research , and use time horizon for the study will be cross sectional.