College student alcohol use is associated with morbidity and mortality, especially among males. Toward understanding social media’s role in communicating alcohol-related gender norms, this study examined differences in how male and female college students reference alcohol on Facebook. Incoming students to two large, public universities completed informed consent, participated in phone interviews regarding demographic characteristics, and Facebook “friended” the research team. Throughout two academic years investigators identified participants’ status updates which included alcohol references and evaluated these posts’ fit into several categories. Categories included Type of Beverage, such as beer, and Level of Inebriation Terms, which referenced terms like “tipsy” or “drunk”. Chi squared tests were used to detect gender differences. Participants included 338 students (54.6% response rate), of whom 56.1% were female and 74.8% were Caucasian. Out of 170 alcohol-related status updates over 2 years, 34.1% of posts referenced Type of Beverage; the most common reference was beer (10.0%). Approximately a quarter of status updates used Level of Inebriation Terms (25.3%); the most common was “drunk” (71.4%). Females were more likely than males to use a Level of Inebriation Term (p=0.003). Facebook may propagate norms regarding female college students drinking to excess.