This study aimed to investigate the impact of the implementation fields of social marketing on the image of the Jordan telecommunications companies. To achieve study objectives, a questionnaire was distributed on a convenience sample composed (500) customers of the Jordan telecommunications companies. The research concluded that there were good levels of the implementation fields of social marketing i.e. (social, educational, health, religious, sports, environmental and public services). Furthermore the research found that the sports side is the most social marketing fields implemented by Jordan telecommunications