**Abstract**

Social media is an emerging trend in the world today. Now-a-days, Communication skills are signified by use of Social media networking. Social media is a term used to describe the interaction between groups or individuals in which they create, share or exchange information, ideas, pictures, videos, etc. The term “Millennials” refers to persons born between 1980 and 2000. They are also called as Generation Y and Digital Natives with the highest internet use since the last few decades. The Internet’s instantaneous information, the broad reach of media influences the superior usage of Social media by Gen Y. Therefore, this study attempts to find out the different studies conducted on the influence of social media on personality development among the Millennials