**Abstract**

In present days, Social media has become a vital part of modern society. Social media are web-based services that allow users to connect and interact with friends, contacts, and strangers. Social network sites include Facebook and Twitter, Instagram, Media-sharing sites such as YouTube and Flickr, blogs, and other web-based communication forums. 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 influence the superior usage of Social media by Gen Y. This study attempts to explain the impact of social media on millennials.