**Abstract**

Social media is a rising and emerging trend in the world today. Social media networking allows users to easily and quickly share pictures, ideas, links and messages with other users; theoretically making easy social interaction. It is being used by students, parents, professionals, business people, religious organizations and so on. Nowadays, it is used by investors for gathering and sharing the investment information, better communication and doing research purpose also. One of the survey results showed that getting timely information and industry updates was the most common reason to use social media. This paper has attempted to study about the usage pattern, preference and perception of equity investors towards the social media in Coimbatore city. Data were collected using a structured questionnaire from the equity investors of selected stock broking firms in Coimbatore city. The collected data were analyzed using percentage analysis, Multiple response analysis and Weighted average rank analysis. Results reveal that most of the equity investors aware about the social media and being used effectively in their investment decision making.