**Social media politics in BRICS nations: A case study of the millennials**

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**Abstract**

Social media has become the biggest platform for communicating globally over the years. It has changed how things are done it has transformed the communication levels. A lot of things are done through technology and social media to gain traction and not to leave anyone behind especially the youth who are immensely invested in social media. The first president who once used social media for a political campaign was President Barack Obama who was able to raise money for his campaign. This paper analyses the use of social media in the BRICS countries especially among the youth and gives a brief overview of the social media challenges such as the spread of fake news. The conclusion highlights the importance of educating the youth on some of the social media challenges.

**Keywords:** Social media, BRICS , politics, Youth