**SUSTAINABILITY: THE CYBERCULTURE AS A SALES TOOL**

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**ABSTRACT**

**OBJECTIVE:** The present article aims to highlight the functionalism of the new digital commercialization models with decreased environmental impact and how the use of social media can assist in the exchange of information between businesses and consumers. Cyberculture has grown steeply, spreading in different social and cultural classes, once it enters the search process in the media and the opening of this new market has shown attractive, promising and sustainable. **METHOD:** The methodology is approached through the study of clear and dynamic concepts obtained through research and data collection of bibliographic and technical data on the subject. Regarding the conceptual basis, our main authors were Oliveira (2010), Kotler (1996), Levy (1999), among others. Other data were researched and obtained from recognized books and reliable internet sources, besides the experience of common sense. **RESULT:** The consumer profile has changed, so the companies need new communication media. We will demonstrate the main features of Y's Generation profile and how it affects their consumption, the reception to new ideas, and the suggestions and recommendations on social networks, as well as demonstrate the mistakes committed by companies when they use social networks. **CONSIDERATIONS:** One of the most relevant facts in this work is that sales are not considered as an end, but as a conscious process of companies seeking to be close to their customers through the study of new technologies and search for more knowledge about the behavior of these.

**Key-words**: Social Networks, consumers, cyberculture.

**ABSTRACT**