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**Introduction & Objectives:** The impact of social media affects our everyday life in a multitude of ways. Patients and clinicians will seek informations through the most accessible sources and not necessarily the most reputable. Here we explore the extent of common social media sources on clinical choices and the perceptions of robotic urology.

**Materials & Methods:** Three main sources to explore the power of robotic urology are used. These include youtube, instagram and twitter. The videos, images and tweets with the largest number of views and or, interactions are gathered and discussed.

**Results:** There are over 10 million views of robotic prostatectomy on youtube, however much more reduced engagement on both instagram and twitter - both entailing likes and views in the hundreds. Robotic cystectomy and nephrectomy delivers videos with fewer than 100,000 views on youtube and figures in the hundreds on both instagram and twitter. Robotic Transplant surgery attracts under 5,000 views with figures in the dozens on both instagram and twitter. This is a similar trend across multiple metrics of robotic urology.

**Conclusions:** The power of social media to educate clinicians and patients is available and evident. However, despite the framework being in place; the uptake and implementation has not yet demonstrated itself to be true. There are a larger number of hits on videos of a robotic nature but purely for entertainment. This, should and will not remain the case as the global community becomes more connected and our patient population grows. All groups will seek serious information through social media and we as clinicians should engage with it to a more organised and frequent manner.