

# Russian Space Agency Getting Into the Swing of Social Media

By [The Moscow Times](#)

February 19, 2014

**The**  **Moscow Times**

NASA is something of a juggernaut in the social media sphere, having won Short Awards for social-media excellence in 2012 and 2013, and having been nominated for another one in 2014.

Not to be outdone, the Russian Federal Space Agency, or Roscosmos, has thrown its hat into the ring. In late January they opened social media accounts on [Twitter](#), Facebook and YouTube.

The Twitter account has been most successful so far, but their latest social media surge will likely be just as productive, having already generated some buzz in the Russian social media sphere.

On Feb. 14 Roscosmos joined [Instagram](#) and posted its first photo — a space probe on display at the Moscow Planetarium's new exhibit "I want to be a Cosmonaut!"

Роскосмос продолжает осуществлять космический мониторинг объектов проведения XXII Зимних Олимпийских Игр [#Сочи2014](#)  
[pic.twitter.com/wAC8nt26Ux](http://pic.twitter.com/wAC8nt26Ux)

— РОСКОСМОС (@fka\_roscosmos) [February 18, 2014](#)

*A satellite image of the Olympic Park on Roscosmos' Twitter account.*

Already Roscosmos has begun to expand its Instagram coverage with shots taken from the Baikonur Cosmodrome and the International Space Station.

*A photo of a Proton-M rocket launch at the Baikonur Cosmodrome. (Instagram / Roscosmos.)*

Original url:

<https://www.themoscowtimes.com/2014/02/19/russian-space-agency-getting-into-the-swing-of-social-media-a32287>