

## **@Russia Stands Silent on Twitter**

By The Moscow Times

## November 15, 2012

	and the second							
Ţ		Pozze	Россия (		nico ajust Parta-ganan composition a Man mas malana - Epinemente Denos	Ar Vistor	In the second	
	1		palica arcar' Persilipat August			R1 coulorer		
		Testel to Poesse			Tweets			
+ 1		Winner					+	
	1 20	Twosta		×	Witable hear's treated	14	LT	
-th All N	AN	Totowing					1	
11 69 60		Followers		1	11 11			
		Favorites Lass				10-10-00		
Constanting and	distant of	-			Constal.	- ( Annala	LARK .	
0000		Siniar to Pacces		1	COMP.		0.072	
Station 1 1985	State of the local division of the local div	ADADH	-		Contraction of the	ST 1987 84	innel	
A DECK OF A DECK		De loss	8008 HOMT PTD.			and the local of	Co. Clinks	
		Ser Chevrolet Page	· Charles (MA			and the second		
		-						
		With Turber Appell 5 Weig Station Appell The Industrial Mathematics	100 House					1
and the second second				-	A COLORADO		Contraction of the second	here
	ALC: NO	-	States of the			June of the local division of the local divi	Contractory of the local division of the loc	
Supervision of the			100	Ca.	Aligner and and and		Contraction of the local division of the loc	44.44
	Start I		10.000	-	and the second s	Contraction of the local division of the loc	and the second second	and the second second

A screenshot of the dormant @Russia Twitter account. Thursday's study places @Russia in a group of 30 accounts named after countries that have never tweeted.

Russia doesn't have an active Twitter handle, and it's not even clear whether the coveted @Russia account is the government's property, according to a study released Thursday.

The study places <u>@Russia</u> in a group of 30 accounts named after countries — out of 193 ones that the study looked at — that have never tweeted.

The account's profile features nothing but a line from the Russian national anthem and a picture of the national coat of arms.

"It is sad to see that the @Russia account is inactive and hasn't sent a single tweet," said Matthias Lüfkens, an executive at Burson-Marsteller, a global public relations and communications firm that carried out the study. "I am intrigued to know who has registered the account." The study, which looked at country branding on Twitter, shows that only nine governments out of the 193 UN member states own the Twitter handle with their country's name. They are Britain, Israel, Sweden, Antigua Barbuda, Barbados, Lithuania, the Maldives, South Africa and Spain.

In being inactive, @Russia is similar to @Madagascar. What sets them apart, however, is that the owner of the account of the world's fourth-largest island is out in the open: It's DreamWorks Animation, the makers of the "Madagascar" movie.

Despite its complete silence, the Russian account has gained 301 followers.

Several Russian leaders and organizations are active Twitter users, including Prime Minister Dmitry Medvedev (@MedvedevRussia and @MedvedevRussiaE) and the Foreign Ministry (@MFA\_Russia).

But attempts by the Russian Twitter community to promote the country through volunteers, like in Sweden, have hit a snag. As @We\_R\_Russia put it, "Unfortunately it's not so easy to find somebody who speaks English and wants to share his thoughts with the world."

@Sweden, a project co-run by the tourism agency of that country, every week puts someone in Sweden in charge of the account to recommend things to do, places to see and share diverse opinions and ideas.

## **Related articles**:

- Internet Censorship Faces Obstacles
- Kremlin Aide Seeks Limits on Officials' Twitter Use
- Krasnodar Governor Has Raucous Twitter Session

Original url: https://www.themoscowtimes.com/2012/11/15/russia-stands-silent-on-twitter-a19436