

# Making an Impact Through MySpace

*The Digital Opportunity: Using New Media for Public Education Campaigns*

The Ad Council and the Kaiser Family Foundation

July 19, 2007

# What is MySpace



## Who We Are

- A place to express yourself, connect with friends, and discover culture.

## What We Stand For

- Empowerment and efficiency in the execution of your life.

## Our Role in Society

- To improve the lives of our members and enable them to help each other.

## Evolution of MySpace Platform

- Self-Expression Tools
- Communication Tools
- Content Aggregation & Sharing Tools
- Marketer Platform
- Online Safety & Education
- International Communities

The screenshot shows the MySpace website interface. At the top right is the MySpace logo with the tagline "a place for friends". Below it are links for "MySpace en Español", "International", "Help", and "SignUp". A search bar is present with the text "powered by Google". The main navigation bar includes "Home", "Browse", "Search", "Invite", "Film", "Mail", "Blog", "Favorites", "Forum", "Groups", "Events", "Videos", "Music", "Comedy", and "Classifieds".

The "Cool New Videos" section features a grid of video thumbnails with titles: "Fat Kid Launchpad Cash Money", "Japanese Robot Dance Gail", "Golf Mouth Tanner", and "Simpsons On Two Guitars Zack Kim". A banner for "CLICK TO WATCH EXCLUSIVE CLIPS!" is visible.

The "Member Login" section contains a form with fields for "E-Mail" and "Password", a "Remember Me" checkbox, and "LOGIN" and "SIGN UP!" buttons. A link for "Forgot your password?" is also present.

The "Cool New People" section displays profile pictures for "Chris", "Cam", and "Lyndsey".

The "MySpace Music" section features a profile for "Iron and Wine" with a "Melodic masters Iron and Wine just uploaded a new track and they are giving it to you, dear MySpacers, FOR FREE! Download 'Boy with a Coin' and lookout for the upcoming album *Shepherd's Dog*." and a "Listen Now" link.

The "MySpace Specials" section highlights "MYSACE EXCLUSIVE: FREE PASSES TO SEE NIKKI SIXX'S NEW BAND SIXX: A.M." with a link to "Attend the FIRST EVER LIVE PERFORMANCE of Nikki Sixx's new band, Sixx: A.M., and learn more about the Heroin Diaries project! Click here for complete details and be a part of rock-history! Check it out!"

The "Videos" section features a "MySpace Comic Books: Joss Whedon answers YOUR questions!" link and a "Watch It Now!" button.

The "Sponsored Links" section includes links for "Are You Johnny Depp?", "WhichCelebrityAmI.com", "Chat With Sexy Singles", "Pimp Your Page", and "Free Video Chat".

# MySpace Platform: Self-Expression Tools



[www.myspace.com/JeffBerman](http://www.myspace.com/JeffBerman)

*Identity production is a core need of youth culture.*

➤ The profile has become a characterization of who the user is.

➤ Users want to express themselves creatively and be known.

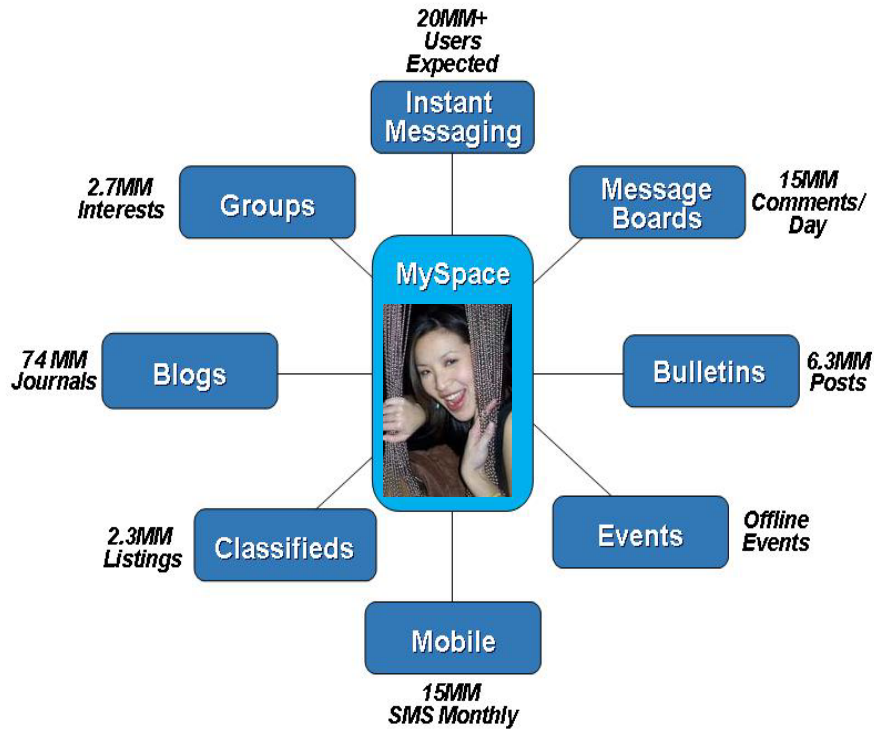
➤ They get feedback and evolve their personal presentation.



# MySpace Platform: Communication Tools



## User Home Page



MySpace | People | Web | Music | Music Videos | Blogs | Video | Events

powered by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

### Hello, Traci!

**Your Network:** 190,003,207

**Profile Views:** 4576

**Last Login:** 7/13/2007

**Show My:** Ranking Score, Favorites, Invite History, Classified Posts, Bulletin Posts

**Cool New Videos:** Laser Compilation, Soap

**Featured Profile:** BLACKBERRY MASCOT

**Status and Mood:** Traci is in your extended network. Update. Mood: (none)

inbox	friend requests
sent	post bulletin

From	Date	Bulletin
ERIC W.	Jul 13, 2007 4:33 PM	Freaky Friday the 13th

**Sponsored Links:** Bronx is Burning, Bee Movie View Trailer, Premonition On DVD



# MySpace Platform: Content Aggregation & Sharing Tools



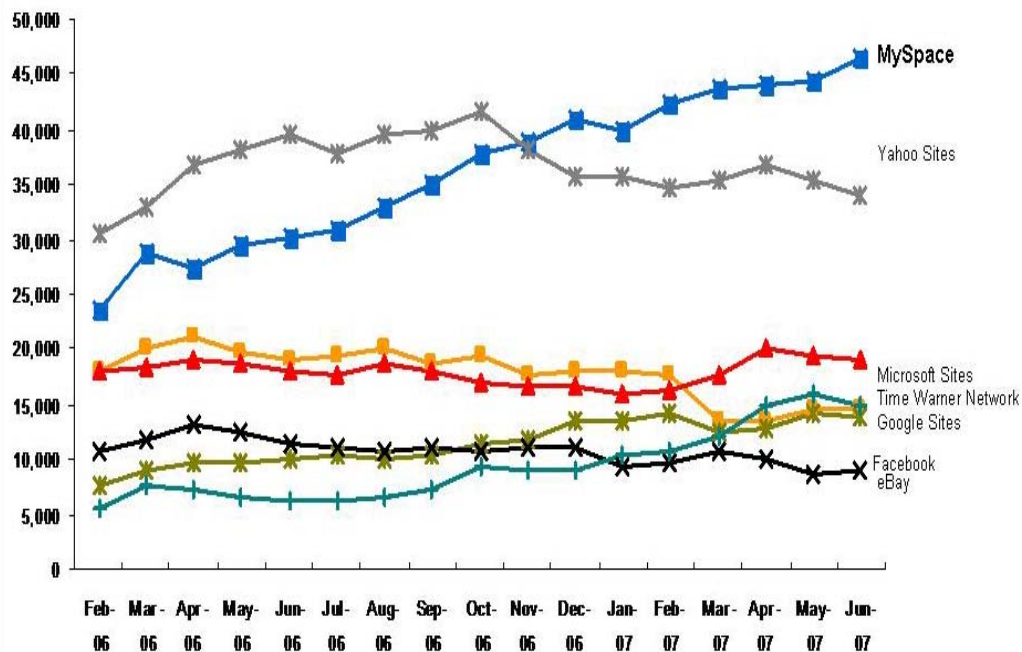
- ✓ Aggregating user generated content.
- ✓ Aggregating professional content
- ✓ Partnering with professional content creators & distributors
- ✓ Viral videos



The screenshot shows the MyspaceTV.com website interface. At the top, there's a navigation bar with links for Home, Video Charts, Categories, Channels, and My Videos. Below this, there are tabs for Home, Animals, Comedy, Film, Games, Music, and Sports. The main content area features a large video player for "The Cave 2003" with a rating of 0%. To the right, there are several smaller video thumbnails and text boxes, including "Celebrities Make Better Lovers" and "The Simpsons Movie: Spider Pig". At the bottom, there's a "More Featured Videos" section with three video entries, each with a rating (40%, 80%, and 80%) and a brief description. On the far right, there's a "Featured Channels" section listing various channels like VIP, Starsky & Hutch, and Fantasy Island.

## MySpace #1 in Page Views Online

Monthly Page Views (Millions)








- **185+ Million** registered profiles
- **70.5 Million** unique US visitors per month  
→ Nearly 1/4 of Americans used MySpace last month.
- **87%** of MySpace visitors are 18+
- **250,000 new profiles are created every day**
- **Teens rank MySpace as strongest social networking brand**

Source: comScore Media Metrix, US only – All Locations

# MySpace Reach



		TOTAL US INTERNET AUDIENCE	TOTAL MYSPACE USERS	MYSPACE % TARGET REACH
	<b>P 15-24</b>	<b>30M</b>	<b>15M</b>	<b>50%</b>
	<b>P 18-24</b>	<b>20M</b>	<b>12M</b>	<b>57%</b>
	<b>P 18-34</b>	<b>48M</b>	<b>23M</b>	<b>48%</b>
	<b>P 18-49</b>	<b>101M</b>	<b>44M</b>	<b>43%</b>
	<b>P 25+</b>	<b>122M</b>	<b>43M</b>	<b>35%</b>

# The MySpace Generation: Making a Difference



- Social responsibility is very important to MySpace users
  - Over 40,000 groups on MySpace already engaged in discussions and activities related to Non-profits, Philanthropy, Politics, and Government
  - 61% of 13-25 year-olds feel personally responsible for making a difference in the world <sup>1</sup>
  - 81% of this audience have volunteered in the past year <sup>1</sup>
- According to Nielsen Netratings, @Plan, Fall 2006, compared to average internet users, MySpace users are:
  - Twice as likely to interact online with a public official or candidate
  - 45% more likely to research politics and campaign information online
  - 59% more likely to view online video relating to politics or public affairs
  - 36% more likely to read politics/public affairs e-mail newsletters
  - 60% more likely to listen to online audio/radio, related to politics/public affairs



# MySpace Public Affairs: Enabling Good / Increasing Engagement



## MISSION

- Empower politicians, non-profits and civic organizations to connect with the online community, and empower MySpace users to make a difference in the world
- Enable the community to learn about the candidates, experience the political process online and offline, and uncover issues and organizations relevant to their lives

## GOALS

- Develop tools/features to highlight and enable good works on MySpace
  - Voter registration tool (Declare Yourself)
  - Volunteer Match – link users with volunteer opportunities
  - Programs like Impact Awards, OurPlanet, and MyState of the Union
  - Impact Channel
- Recruit to MySpace and build relationships with key NGOs
  - Partner with appropriate NGOs on features/projects
  - Donate ad space and tech/marketing assistance to NGOs
  - Teach NGOs how to leverage MySpace
- Facilitate politicians using MySpace platform
- Online/Offline debates/conversations/events
  - MySpace Presidential Town Halls
  - Rock For Darfur



# MySpace Impact Channel



**Impact Awards** – monthly awards program started in December '06 to honor organizations making a positive impact in the world through MySpace

Voter registration tool powered by **Declare Yourself**

Content from **GOOD Magazine**

- Job search in non-profits/socially responsible workplaces
- links to all official presidential candidate profiles
- Impact-related viral videos
- Political, environmental, and other cause-related news

Impact-related events: environmentally themed music festival, launch of eco-friendly clothing line, benefit concerts



We will be relaunching the channel with profile types and new design in a few months.

# MySpace Impact: Viral Fundraising Tool



*MySpace Impact is designed to empower our users to make a difference in the world.*

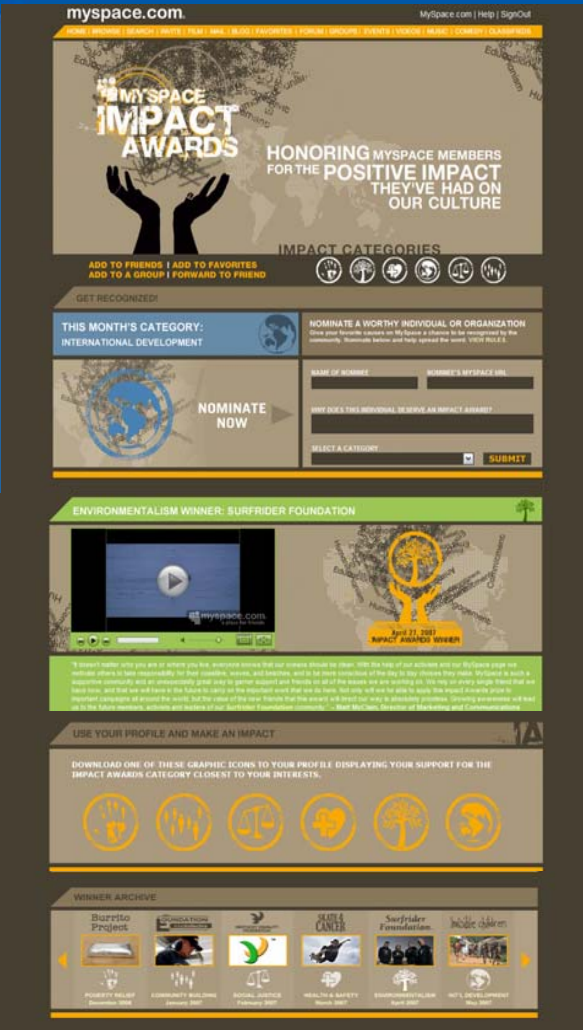
*We are committed to enabling online giving to be an active part of our users' social and civic engagement.*



*Above is a mock of the tool which will be available on MySpace Impact profiles in late summer 2007.*

- **STICKY:** Click to donate, all within the MySpace domain.
- **VIRAL:** Supporters become fundraisers.
- **CUSTOMIZABLE:** Choose your own design, content, features, and trackability.
- **TRACKABLE:** View donation amounts, number of donors, and more!
- **SAFE:** Fully vetted access and secure payment process.

# Impact Programs: www.myspace.com/ImpactAwards



- A way for MySpace users to recognize their peers who are actively using the MySpace platform to make their world a better place
  - Impact Awards is a community which recognizes exemplary work by MySpace users in the fields of
    - Poverty Relief
    - Environmentalism
    - Health & Safety
    - International Development
    - Social Justice
    - Community Building
- A place for MySpace users to learn about new organizations/causes and discover ways to get involved
- Past Impact Awards WINNERS are great examples of organizations that are most successfully leveraging the platform



# Where do YOU fit in?

- MySpace Partnerships with Impact Makers 

- ✓ We contribute promotion to non-profits that provide value to our users (content, tools, actions, etc.).
- ✓ We direct relevant positive messages to target communities to help non-profits get the word out about their causes and activities.

Level 1: creative counsel to Impact Makers with MySpace profile

Level 2: basic promotion in exchange for value to our users

Level 3: strategic promotion of MySpace exclusive content or program

Level 4: long-term, high-level partnership

# LEVEL 1 Partnership: creative counsel/best practices



[www.myspace.com/kivaloans](http://www.myspace.com/kivaloans)

- We provide creative counsel to help you stand out.
  - Get VIRAL
  - Leverage existing communities to drive traffic/involvement
  - Keep MySpace users within the community
- Our dedicated Public Affairs team is here to support you and is open to possibilities of greater levels of partnership down the road.
- *Creating a profile is the first step.*

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

add to friends add to favorites add to group send message forward to friend rank

**KIVA**  
loans that change lives

**ADD TO FRIENDS**  
**ADD TO GROUPS**  
**ADD TO FAVORITES**  
**FORWARD TO A FRIEND**  
**SEND A MESSAGE**

**END GLOBAL POVERTY**  
**EMPOWER** the working poor

Name: Maria Elena Mejia  
Location: Nicaragua  
Loan Amount: \$200.00  
Loan Use: Sewing

**What is Kiva.org?**  
Kiva.org is a non-profit that allows you to make a small 0% loan to low income entrepreneurs in the developing world (microfinance). Individuals like you can help provide affordable working capital for the poor -- money to buy a sewing machine, livestock, etc. -- and empower them to earn their way out of poverty.

**We let you loan to the working poor**  
Kiva lets you connect with and loan money to unique small businesses in the developing world. By choosing a business on Kiva.org, you can "sponsor a business" and help the world's working poor make great strides towards economic independence. Throughout the course of the loan (usually 6-12 months), you can receive email journal updates from the business you've sponsored. As loans are repaid, you get your loan money back.

**We partner with organizations all over the world**  
Kiva partners with existing microfinance institutions. In doing so, we gain access to outstanding entrepreneurs from impoverished communities world-wide. Our partners are experts in choosing qualified borrowers. That said, they are usually short on funds. Through Kiva.org, our partners upload their borrower profiles directly to the site so you can lend to them.

**We show you where your money goes**  
Kiva provides a dashboard, transparent lending platform for the

**Friends of Kiva (View all)**

Photo: MICHAEL W. SMITH, W

**Kiva's normal user profile developed with our creative guidance**

# LEVEL 2 Partnership: Basic Promotion in exchange for value to our users



- We promote organizations that provide our users with information, resources, viral content, and timely initiatives by featuring them on the Impact Channel and/or delivering ad impressions.
- We contribute promotion to organizations such as
  - FINCA's Village Banking campaign
  - Little Kids Rock
  - Malaria No More
  - National Campaign to Prevent Teen Pregnancy
  - National Suicide Prevention Lifeline
  - Oxfam America
  - Partnership for a Drug-Free America
- We partnered with the Kaiser Family Foundation to create a profile where young people are encouraged to take a minute to think or “pause” before making decisions.
- The PAUSE Campaign profile launched on May 21, 2007. As of July 13, 2007:
  - Nearly 40,500 page views total
  - gained more than 1500 friends

[www.myspace.com/pause](http://www.myspace.com/pause)

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds



Send a message Add to friends Add to Favorites Add to group Forward to friend

#### About Pause

**Pause is all about empowering you to make your own decisions.**

Pause is a place on MySpace for you to take a moment to help you recognize the pivotal, pressure-packed moments in your life, reflect on them, and give you the power to take control over your choices. The moments you encounter can be about drinking and drugs, relationships with friends/boyfriends/girlfriends, or moments when you're not sure about your own identity. We hope you can use this page to listen to other people going through the same issues, and discover a little about what you can do when you do recognize these high-pressure moments in your life.

#### Ask the Experts

PAUSE has partnered with The Nemours Foundation to provide answers to your questions.

[TeensHealth](#) Visit [TeensHealth.org](#)

TeensHealth<sup>SM</sup> is from the health experts of Nemours

It only takes a minute to change your life.

That's all the time it takes to Pause.

Here are the areas and issues where we can help. Take a look at our web site to learn more about how to give yourself, or your friends a fighting chance—just at the moment it's needed.

#### Watch our PSA



#### Body

Life can be incredibly demanding; experimenting with sex, drugs, and alcohol makes things a lot more complicated. Add peer pressure and suddenly decision-making becomes overwhelming. Pause. Get the facts and give yourself time to think things through. When it's

# LEVEL 3 Partnership: Strategic Promotion of MySpace exclusive content or program



[www.myspace.com/stayteen](http://www.myspace.com/stayteen)

## ❖ The StayTeen PSA Contest

- MySpace partnered with the National Campaign to Prevent Teen Pregnancy to create a series of user-generated ads based on the “StayTeen” concept
- Video submission contest – One of the most successful video submission contests to date on MySpace
- The StayTeen page provides a forum to discuss and share information on the issue of teen pregnancy.
- Contest/StayTeen profile launched on May 2<sup>nd</sup>.  
***Within the first month:***
  - over 100,000 page views
  - gained 8759 friends
  - over 120 comments

**TEEN FACT:**  
One out of three girls gets pregnant before age 20.

How do you **STAY TEEN?**

**GET EXPOSED!**  
ENTER THE STAY TEEN VIDEO CONTEST

How do you Stay Teen?  
Upload video footage that expresses your Stay Teen message, and if you win, we'll turn your video into a PSA and feature it on MySpace and possibly on TV too! For examples, check out the "Stay Teen" videos on this profile.

Upload your video by clicking submit. We accept .MOV format (up to 10 MB). Cell phone videos or any other files that don't meet broadcast quality standards will not be eligible.

Pick three "Stay" words that fit you and your video.

Be original and creative but keep in mind that all individuals, locations, music, and other copyrighted material will need to be cleared.

**SUBMIT**  
Official Rules

**RELATIONSHIP QUIZ!**  
HOW DO YOU COMPARE?  
Find out... Take the quiz.

**WATCH MORE VIDEOS!**

MySpace Custom Community for the StayTeen Contest



# LEVEL 4 Partnership: long-term, high-level partnership



[www.myspace.com/declareyourself](http://www.myspace.com/declareyourself)



- MySpace teamed up with Declare Yourself (a non-partisan voter awareness organization) to create a powerful tool for young people to participate in the democratic process.
- Together, we created a profile where members could register to vote from anywhere in the United States without leaving MySpace.
- Launched just six weeks before the 2006 mid-term election, the profile generated 25% of Declare Yourself's nearly 100,000 registrations in that brief period of time – a benchmark rate for online voter registration.

myspace.com/declareyourself

REGISTER TO VOTE

ADD TO FRIENDS  
ADD TO GROUP  
FAVORITES  
FORWARD

REGISTER TO VOTE

Single Registration Process

Instructions: Enter your zip code or select your state of residency and click "Continue" to proceed.

or

Select a State

Continue

I REGISTERED TO VOTE ON MYSPACE

CLICK HERE TO REGISTER NOW

CLICK HERE TO GET THE CODE TO PUT THE BADGE IN YOUR PROFILE

VIDEOS

We may not be ending a President this November, but important elections are happening in your state – with control of Congress, state legislatures, school boards, and more at stake. MySpace has partnered with Declare Yourself, a national nonpartisan nonprofit campaign to engage and empower you. In 2004, 67% registered over a million young voters – this year, MySpace and CY are working together to make it easy for millions more to make a difference.

Whether you care about health care, job opportunities, student loans, the environment, national security, or Iraq – and whatever your passions on those issues may be – politicians need to hear from you. The more you engage, the more of a difference you can make. The first step is to make your voice heard. It's time to Declare Yourself to registering to vote, going to the polls, and making an impact.

LACHAPPELLE PSA 1  
DECLARE YOURSELF VIDEO 2  
DECLARE YOURSELF VIDEO 3  
SEE MORE DECLARE YOURSELF VIDEO