



Metropolitan Group  
the power of voice

Strategic Communication

## MySpace 101 for Nonprofits

### What:

MySpace is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally.

Resource Development

Multicultural Communication

### Why:

MySpace is the largest social networking site with more than 60 million monthly unique users. It's the platform of choice for younger audiences and musicians.

Organizational Development

### Who:

People join MySpace primarily to socialize, share info about themselves, blog, and find music and events of interest.

### How:

MySpace allows for great customization of a user's profile. Some of the most popular features include:

- **Mood and status** updates—emoticons and a short blurb to indicate your mood and status.
- **Blurbs, interests and details**—all ways to share info about yourself and to find others with the same interests.
- **Comments** section, wherein the user's friends may leave comments for all viewers to read.
- **Bulletins** are posts that are posted on to a "bulletin board" for everyone on a MySpace user's friends list to see.

There are three main features for nonprofit organizations to be aware of:

- **Profiles** allow you to set up an organizational profile. This is your main presence on MySpace, and the hub for all other activities.
- **Causes** are designed to provide MySpace users with the tools to promote activism and giving to nonprofit causes. Every nonprofit that is registered with Guidestar is automatically in the Causes database.
- **Groups** allows a group of users to share a common page and message board.

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Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

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## MySpace 101

### Tips for a Great Nonprofit MySpace Profile

1. Determine your goals and overall strategies before you start. Be sure to dedicate resources to keeping your profile up-to-date.
2. Your profile name should be short and accurate – use your organization’s name, not your acronym unless it’s well-known.
3. Be complete, accurate, and honest with all information you post.
4. Customize your page using the Profile 2.0 features. You can use one of the layouts provided, change colors, modules and background images, or even upload your own CSS.
5. Use simple HTML to customize your blurbs and interests, and add graphics.
6. Update your blog and bulletins with calls to action, news and resources. The more interactive the better. Ask questions and post interesting topics.
7. Add the Causes app to your page and feature your cause.
8. Create a unique URL for your profile (i.e. [myspace.com/yknowd](http://myspace.com/yknowd)).

### How to build your friends

- Be active and visible – your bulletins appear in news feeds, so your friends can read and share them through their networks.
- Find other partner organizations and add them as friends.
- Promote it in your email and print communications.
- Put links on your homepage.

### MySpace Resources:

MySpace nonprofits <a href="http://www.myspace.com/nonprofitorganizations">http://www.myspace.com/nonprofitorganizations</a>	Central portal for nonprofits on MySpace
MySpace best practices <a href="http://www.diosacommunications.com/myspacebestpractices.htm">http://www.diosacommunications.com/myspacebestpractices.htm</a>	An exhaustive, if somewhat dated list