



# MySpace.com

The Official School Administrator's  
Guide to understanding MySpace and  
resolving Social Networking Issues

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## A. Introduction

MySpace is committed to a high level of cooperation with educational administrators and educators, with the ultimate goal of providing a safer and more secure environment for all users of the MySpace website. Pursuant to this goal, we have designed this School Administrators Guide. The only purpose of this Guide is to provide our partners in the educational community with information on how to address MySpace-related issues that may arise as a result of students using MySpace, and how to contact MySpace with questions or concerns. We are aware that most schools block access to the MySpace website from school computers; we are not attempting to alter this practice, nor are we expecting an endorsement from the educational community.

As you are aware, students are large consumers of the internet. In fact, 78% of teenagers access the Internet from school. Further, 71% of parents believe that much of the responsibility for ensuring children's safety on the Internet belongs to schools and 42% of parents have sought advice from educators on the topic of Internet safety. Based on this data, we believe this Guide is a necessary and valuable tool for educators. In an effort to further our common goal of Internet safety, we would like the opportunity to explain what MySpace is, how it works, how to respond to some of the challenges educators or students may encounter, and how to contact us if the need arises.

MySpace reserves the right to make any changes to policies and procedures described in this Guide as may be necessary from time to time.

## B. About MySpace

MySpace is the premier lifestyle portal for connecting with friends and discovering popular culture. By integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities and member forums, MySpace has created a connected community. As the first ranked web domain in terms of page views, MySpace.com is the most widely-used and highly regarded site of its kind. With more than 100 million members, MySpace is committed to providing the highest quality member experience and will continue to innovate with new features that allow its members to express their creativity and share their lives, both online and off.

MySpace allows users to set up their own profile pages, which can include lists of their favorite musicians, books and movies, photos of themselves and others, and links to pages within and outside the MySpace environment. Creating a profile is a common

Lenhart, A. Madden, M., Hitlin, P. Teens and Technology: Youth are Leading the Transition to a Fully Wired and Mobile Nation. Washington, DC: Pew Internet & American Life Project, July 27, 2005. Harris Interactive ([www.harrisinteractive.com](http://www.harrisinteractive.com)) conducted a telephone survey on behalf of Cable in the Classroom ([www.ciconline.com](http://www.ciconline.com)) between July 27 and July 31, 2006.



practice; 61% of teenagers have a personal profile on a social networking site. There are many third party features, such as the polls which are commonly seen on many of the younger users' profiles, "hotlinked" images (images that originate on other websites) and other content, which can be used in conjunction with a MySpace profile but which are not administered or hosted by MySpace.

To ensure that content is appropriate, MySpace posts a Privacy Policy and Terms of Use Agreement which is accessible from every page on its site. Taken together, these policies establish rules concerning the type of material and activities we permit on our website. MySpace also has a team of employees assigned to enforce these policies and handle user inquiries.

MySpace does not charge its users to set up their profiles or establish an account. It does not require or accept credit card or other payments, and is unable to independently verify all users' identities or email addresses. It is therefore possible for a user to establish a false identity or name on MySpace, and the true identity of an account creator may not be known by MySpace. Nonetheless, MySpace is committed to assisting with investigations that involve misuse of the website or violations of its policies to the fullest extent, consistent with applicable law and its privacy policies.

Please review the following images which are screen shots of typical MySpace pages.

## MySpace.Com: Main Page

This is where new users can sign-up to join MySpace, and current users can login to their MySpace pages.

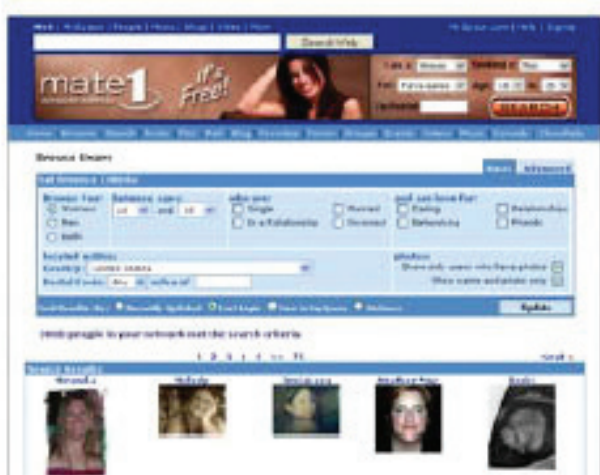


Teenage Research Unlimited. Teen Internet Safety Survey. National Center for Missing & Exploited Children and Cox Communications, 2006. <http://www.netmartz.org/safety/statistics.htm>



## Browse

The browse feature allows MySpace users to browse for other users with specific interests.



## Search

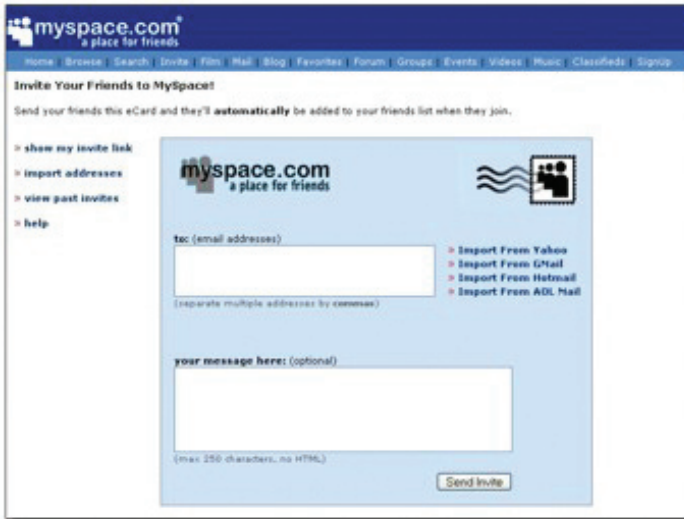
The search feature allows MySpace users to find someone they know by entering their first and last name, display name, email address or high school or college they attend(ed).





## Invite

The invite feature allows users to automatically add their friends to their "friends" list.



## Mail

This is the typical Mail Center page where users access their MySpace email and/or messages.





## Blogs

The screenshot shows the Myspace Blogs interface. At the top, there's a navigation bar with 'Home', 'Browse', 'Search', 'Profile', 'Mail', 'Blog', 'Favorites', 'Friends', 'Groups', 'Events', 'Market', 'Music', 'Comedy', 'Classified', and 'Sign Up'. Below this is a 'Most Popular Blog Posts - Updated Daily' section with a search bar. The main content area is divided into 'My Feedback' (with links for 'My Home', 'My Subscriptions', 'My Friends', and 'My Favorites'), 'Most Popular' (with links for 'Music', 'Photography', and 'Fashion'), and 'Blog Categories' (listing various topics like 'All Categories', 'Art and Photography', 'Gossiping', 'Guns and the Supernatural', 'Fashion', 'Music Reviews', 'Food and Entertainment', 'Fitness', 'Gaming', 'Health/Beauty', 'Home', 'Jobs, Work, & Money', 'LIFE', 'Movies, TV, & Animation', 'Music', 'Politics', 'Rocks and Rolling', 'Fashion and Beauty', 'Love Relationships', and 'Miscellaneous'). The 'Most Popular' section lists four blog posts:

- gaze the million glances...** posted by: sally. The water had a soft...
- adventure (part 1) Home!** posted by: tal. Sorry...
- Head Building & New Friends!** posted by: the. Sorry...
- FINISHED YOUR LIFE? HERE'S...** posted by: m. Sorry... (Real is no game!)

## Events

The screenshot shows the Myspace Events page. At the top, there's a banner for 'THE NEW ULTIMATE MEDIA RAZR' with a price of '\$69.99' and a 'BUY NOW' button. Below the banner is a navigation bar with 'Home', 'Browse', 'Search', 'Profile', 'Mail', 'Blog', 'Favorites', 'Friends', 'Groups', 'Events', 'Market', 'Music', 'Comedy', 'Classified', and 'Sign Up'. The main content area is titled 'Myspace Events' and includes 'Events Home', 'Create Event', and 'My Calendar'. There are sections for 'Event Invites', 'Events I've Posted', 'Events I'm Attending', and 'Create New Event'. A 'FEATURED EVENTS' section highlights a 'FREE SCREENING OF ACCEPTED!' event. Below this is a 'Map of events in your area' and a search filter for 'United States'. The search filter includes 'Keywords', 'All Categories', 'within 10 Miles', 'at', '7 days', and 'Find' and 'Map' buttons. Below the search filter is a table of events:

Date	Time	Event & Description	Category	Host & Location
Thu 27 Jul	10:00 PM	ROYAL & BANA THURSDAYS ALL SUMMER LONG... WHO'DST YOU CHANCE UP YOUR REGULAR SCHEDULE...	Club & Bar	JAY RHYTHM LAMES HUNTSVILLE, CT
Sat 29 Jul	10:00 PM	CLUB BLAZIO SATURDAYS (Lucky 7) call (714) 507-6333 to see on the VIP LIST...	Club & Bar	CLUB BLAZIO Woodside, NY
Fri 28 Jul	10:00 PM	TOBY LOVY (Formerly from AVENTURA @ B... call (714) 507-6333 for more info.	Club & Bar	CLUB BLAZIO Woodside, NY
Wed 26 Jul	9:00 PM	80's night @ 80's PISCAS @ South West POWER HOUSE @ DRINKIN' F...	Club & Bar	Squad Inn's CARLEBAD, CA
Fri 28 Jul	10:00 PM	TOBY LOVY (Formerly from AVENTURA) @ ... Ladies Free on Sat	Myspace Parties	CLUB LIFE Astoria, NY
Tue 25 Jul	9:00 PM	heavy hitter TUESDAYS @ PHENOMENON call (714) 507-6333 for RSVP - OVER 20 D&A...	Myspace Parties	PHENOMENON WOODSIDE, AL
Fri 28 Jul	9:00 PM	SharkClub GIRLS FREE Fridays call (714) 507-6333 or sign up at DRINK, CLU...	Club & Bar	Shark Club OC Costa Mesa, CA
Tue 25 Jul	9:00 PM	TEASE NE TUESDAY'S at PLUSH CHICAGO 43 South Main Street and 433 South Street	Club & Bar	PLUSH CHICAGO Chicago, IL



## C. How to contact MySpace.com

MySpace is committed to addressing any problems that school administrators may have regarding the site, as soon as these concerns are brought to our attention. MySpace has created a hotline and e-mail address for the exclusive use of school administrators and employees.

Administrators and school district employees can email [schoolcare@myspace.com](mailto:schoolcare@myspace.com), from a school email address, or call 310-969-7398.

This Guide and its contents are intended only for the use of school administrators. Please do not redistribute this Guide, or any of its contents, outside of the educators in your school or district, without first notifying MySpace and receiving its authorization. Please be assured that MySpace is working to address the concerns of other groups or individuals, including parents and students, in distinct ways.

Please see Section H herein for information on how to respond to Concerned Parents.

## D. How to Remove a False and/or Offensive Profile

**This is what a typical MySpace profile looks like:**



If you, or one of the members of your faculty or school administrative staff, discover that a false or offensive MySpace account has been created with your likeness and/or identity, we will remove the profile in question.



Please send an email to [schoolcare@myspace.com](mailto:schoolcare@myspace.com) from a school email address and include the following:

1. The web address of the false and/or offensive profile, which you can copy and paste into the body of your email from the web browser (explanation below);
2. A brief explanation providing sufficient information to demonstrate that the profile is false or offensive; and
3. Your name and title, and the name, address and telephone number of the school where you are employed.

You can locate the web address in the address bar on your web browser when you view the profile. It should look similar to:

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=6221> or  
<http://www.myspace.com/tom>

For information on obtaining information contained in a MySpace profile, see section K here-in.

## E. Underage Users

The MySpace policy allows individuals who are 14 years of age and older to register for the site. While younger individuals attempt to register under false dates of birth, MySpace endeavors to identify and remove such underage users. MySpace deletes thousands of underage users every month.

MySpace works proactively to identify and remove underage users from its site. It constantly scans the network for underage users with a search algorithm designed to identify potential underage user profiles. MySpace staff flag all profiles of potential underage users that these scans uncover, carefully review flagged profiles to ascertain user ages, and delete those profiles that it determines underage users have created. Additionally, MySpace takes action against all users misrepresenting their age, regardless of whether they are underage users.

If you have students who are under the age of 14 and have MySpace accounts, please email the web addresses of their profiles to [schoolcare@myspace.com](mailto:schoolcare@myspace.com) so that we may remove them from MySpace.com. Please send the email from a school email account. Please be sure to include the following in the email:

1. The web address of the student's profile (see Section D above on how to obtain the web address);
2. Your relationship to the student;
3. The actual age of the student and how you are aware of it; and
4. Your name and title, and name, address and telephone number of the school where you are employed and the student attends.



## F. Threats

If you hear about any kind of threat posted on MySpace.com, please gather as much information as possible on the threat and contact your local law enforcement agency immediately, so they can take appropriate action including contacting MySpace.

The information you gather should include as many of the following items as possible:

1. The method of transmission (such as a bulletin, blog or private message);
2. A print-out copy of the web page that shows where the threat is posted; and
3. The web address of the threat (see Section D above on locating a web address).

You may also copy, paste and send links to where the threats are posted in an email to [school-care@myspace.com](mailto:school-care@myspace.com), please be sure to include your name and title, and name and address of the school where you are employed.

## G. Cyberbullying

Cyberbullying, usually defined as sending or posting "cruel, vicious, and sometimes threatening messages" on the Internet, is an issue that MySpace takes seriously. MySpace's Terms of Use specifically prohibit cyberbullying and other similar conduct, and MySpace attempts to respond quickly and decisively to any instances of such conduct that it discovers.

If a student is a victim of cyberbullying on MySpace, please instruct him or her to do the following:

1. Click "Contact MySpace", located on the bottom of any MySpace.com web page;
2. Select "Reporting Abuse" from the first dropdown menu;
3. Select "Report Cyberbullying" in the second dropdown menu;
4. Follow any and all subsequent directions.

Upon receiving this report, MySpace investigates and takes appropriate action. MySpace considers cyberbullying a serious offense and, as a result, has created a rapid response team to respond to cyberbullying complaints. Appropriate remedial action taken by MySpace in response to cyberbullying includes, but is not limited to, recommending that the user block the cyberbully from contacting them, and permanently removing the account of the cyberbully.

It is usually best for those students who are the subjects of cyberbullying to contact MySpace themselves in case more information is needed from them, such as copies of the messages sent by the cyberbully, as well as links to the profile in question. Students who are victims of cyberbullying should not delete any messages sent to them. Direct contact by the individual also allows for a more timely response to the complaint.

However, since students often approach school administrators and educators for help in such matters, school administrators and educators may report cyberbullying to



schoolcare@myspace.com, from a school email address. Keep in mind that it will be helpful to our staff in rectifying the problem if you have the following information when contacting us:

1. The MySpace.com web address of the subject of the cyberbullying;
2. The MySpace.com web address of the alleged cyberbully;
3. Copies of messages and/or other forms of communication sent by the cyberbully to the subject;
4. Your relationship to both students;
5. Your name and title, and name, address and telephone number of the school where you are employed and the student(s) attend(s).

Most of the above is information you will need to get from the student who approaches you. Without it, it will be difficult for MySpace to address the complaint.

We also encourage you to work with the students involved in order to resolve the issue. We at MySpace have limited mechanisms with which to respond to cyberbullying, and since we cannot meet with the students in question to discuss the situation we cannot address the issue(s) with them, nor can we impress upon them the negative impacts of cyberbullying. As an educator who knows the students in question and can actually meet with them if necessary, your assistance in matters of cyberbullying can better rectify the matter at hand.

**If there is an emergency situation involving cyberbullying in which you feel the safety of a student is in danger, please contact your local law enforcement agency immediately.**

## H. Concerned Parents

As administrators, you may be contacted by parents regarding MySpace. Please inform parents that they can contact MySpace with questions and concerns by clicking on "Contact MySpace", located at the bottom of every page on MySpace.com, and following the directions.

Please also instruct parents to click on "Parent Safety Tips", located at the bottom of every page on MySpace.com, or at the following address:

[www.myspace.com/Modules/Common/Pages/SafetyTips.aspx#](http://www.myspace.com/Modules/Common/Pages/SafetyTips.aspx#).

These safety tips are specifically designed for parents.

MySpace.com also provides parents with step-by-step instructions detailing how to remove their teen's profile from MySpace.com, and links to free software that enable parents to monitor or block their teen's use of the Internet, including blocking MySpace.com.



You may also, of course, contact us at [schoolcare@myspace.com](mailto:schoolcare@myspace.com) at your discretion with whatever issues are brought to you by concerned parents, and we will attempt to address these issues to the best of our ability.

MySpace.com links to the following other helpful resources on Internet safety in the 'Safety Tips' and/or 'Tips for Parents' section:

- [Netsmartz.org](http://Netsmartz.org)
- [SafeTeens.com](http://SafeTeens.com)
- [WebWiseKids.org](http://WebWiseKids.org)
- [BlogSafety.com](http://BlogSafety.com)
- [www.myspace.com/CommonSenseMedia](http://www.myspace.com/CommonSenseMedia)
- [WiredSafety.org](http://WiredSafety.org)
- [GetNetWise.org](http://GetNetWise.org)
- [SafeTeens.com](http://SafeTeens.com)
- [Csn.org](http://Csn.org)

## I. School Forums and Moderators

MySpace has created school forums for the majority of the High Schools and Colleges in the United States. MySpace users gain access to these forums when they list their schools on MySpace.com.

The High School forums are deliberately divided into two different forums, one for Current Students and one for Alumni. Alumni cannot view the Current Student forum, and vice versa. In this manner, older alumni are separated from younger, current students.

Each school forum has a bulletin board. There is one bulletin board for Current Students and a separate bulletin board for Alumni. These bulletin boards allow each group to post electronic messages that only their respective group can see. Alumni cannot post on, or view, the Current Student bulletin board, and vice versa.

Current Students in High School also have the option of posting classified items for sale or that are "wanted," such as music to exchange, information about events, tutors, or other information of interest to fellow students. High School Alumni, Current College Students and College Alumni have the ability to post, or search through classifieds, for roommates, apartments or textbooks in their respective areas.

Students who post information on their schools' forums can apply to be moderators for those forums. A MySpace employee looks at each students' application and MySpace profile, and selects one user to be the moderator for the Current Students, and one user to be the moderator for the Alumni, for each school.



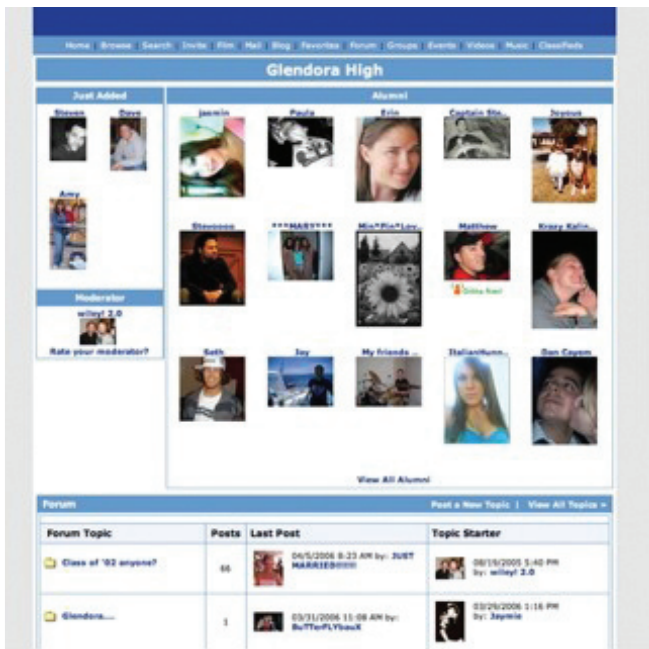
A moderator's control is limited to only their school forum, and includes the ability to delete posts and ban users from posting any further messages within that forum. All moderators have direct contact to a MySpace employee, and can contact this employee if they see profiles that need to be deleted, or have any issues that they feel need to be raised with MySpace.

Students in the forum who are not moderators can also contact MySpace with concerns. They have the ability to report their moderator for improper conduct or other reasons, and they can also alert MySpace to an issue or problem regarding the forum in general. There is a "Report Your Moderator" link under the moderator image in the School forum. Users can report their moderators to MySpace by clicking on the link and following directions.

Additionally, like all profiles on MySpace, school forums are reviewed by the MySpace staff when complaints are received.

To search for your school, please note that MySpace's school search section can be found here: <http://collect.myspace.com/index.cfm?fuseaction=schools.main>

**A typical school forum looks like this:**





## J. School Resource Officer Guide

School Resource Officers, or Law Enforcement Officers that work with schools, can obtain a copy of the MySpace Law Enforcement Guide by sending an email requesting it to [lawenforcement@myspace.com](mailto:lawenforcement@myspace.com). Please have them send the email from a work email address so we can email the Guide to that address. The Law Enforcement Guide helps Resource Officers obtain information from MySpace using valid legal processes, and to work with MySpace.com on security and safety issues.

## K. What Information Can Be Obtained From MySpace?

### Public Information

MySpace users may choose whether to make their profile information publicly viewable and available, or keep it private and limited to the friends of their choosing. For public profiles, the publicly available information includes journal entries (unless the profile owner has elected to make the specific entry "private"), images, user comments, friend lists and public profile information such as display name, headline, music, movies, books and all other public sections on a MySpace profile.

If you need to make an electronic copy of the public components of the profile in question, you should save the web page(s) and files on your computer. While viewing the profile in question, click your browser's "File" menu tab (in the upper left-hand corner), then drop down to and click "Save As". Make sure you do the same for all journal entries and the image gallery.

### Private Information

MySpace is prohibited by federal law from disclosing private information about its users absent valid legal process. MySpace works closely with law enforcement, however, to produce such information to law enforcement in connection with criminal investigations. Accordingly, if you believe MySpace possesses information related to the commission of a crime, we ask that you contact a law enforcement agency regarding the matter and have them contact MySpace.

## L. General Internet Safety Tips

Here are some common sense guidelines that you should urge students to follow when using MySpace and the Internet in general:

- Don't forget that your profile and MySpace forums are public spaces. Don't post anything you wouldn't want the world to know (e.g., your phone number, address, IM screens name, or specific whereabouts). Avoid posting anything that



would make it easy for a stranger to find you, such as where you hang out every day after school.

- People aren't always who they say they are. Be careful about adding strangers to your friends list. It's fun to connect with new MySpace friends from all over the world, but avoid meeting people in person whom you do not fully know. If you must meet someone, do it in a public place and bring a friend or trusted adult.
- Harassment, hate speech and inappropriate content should be reported. If you feel someone's behavior is inappropriate, react. Talk with a trusted adult, or report it to MySpace or the authorities.
- Don't post anything that would embarrass you later. Think twice before posting a photo or info you wouldn't want your parents or boss to see!
- Don't mislead people into thinking that you're older or younger. If you lie about your age, MySpace will delete your profile.

## M. General Steps to Ensure Safety

### **MySpace:**

- Has a list of general Safety Tips, as well as Tips for Parents, on the MySpace.com website that can be accessed on every page.
- Links directly to different safety websites, as well as to the National Center for Missing & Exploited Children (NCMEC), from the MySpace.com website.
- Collaborates with law enforcement and the NCMEC on issues involving child pornography.
- Has partnered with the NCMEC and the National PTA on Internet safety ad campaigns.
- Appointed a new Chief Security Officer to deal with matters of safety and security.
- Created a 24 Hour Hotline for Law Enforcement.
- Limits membership to those who are fourteen years of age and older.
- Prevents underage users who have been blocked from registering for being under the age of 14 from re-registering under a different age.
- Searches for underage users based on several thousand "search terms", words or phrases commonly used by underage users, and deletes their profiles.
- Has a default setting for all users under the age of 16 to "private", so that only those users to whom they give permission can view their profile.
- Blocks users identified as over the age of 18 from accessing the ids or profiles of users identified as under the age of 16.
- Mandates that all users under the age of 18 read the Safety Tips prior to registering.
- Hand reviews every image posted on the MySpace website, over 2 million images daily, and deletes those that violate our Terms of Service.
- Reviews all videos before they are posted.
- Has Terms of Service which prohibit an array of content and usage, including but not limited to that which is patently offensive, hate speech, promotes violence, harasses or exploits another person, contains nudity or offensive subject matter or

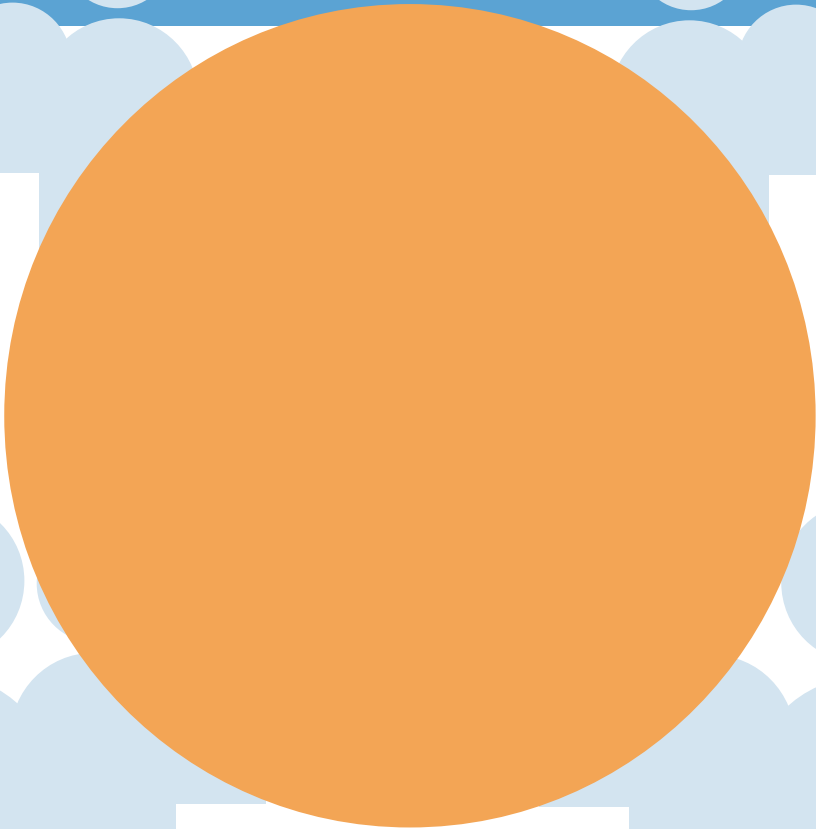


promotes information that is false, promotes illegal activities, or conduct that is abusive, threatening defamatory or libelous.

## N. Conclusion

Internet safety is an important topic in our advancing technological world, particularly when it involves children. We at MySpace are always available to assist educators and administrators in furthering this important goal. We hope this Guide has provided insight into the functioning of MySpace, and illuminated the many ways in which the educational community can contact us with any questions or concerns that arise.





**MySpace.com**