Social Media Portal
MySpace is a Social Media Portal – a global lifestyle brand that connects people, content, and culture with all the amenities of a portal.
Social Media Portal - Video
122M users Worldwide and growing
The MySpace Generation

- 1 in 4 Americans are on MySpace
- 89% of members are 18+
- 122 million monthly users worldwide
- 175,000 new registrants daily
- 20 million total images uploaded daily
- 105,000 videos uploaded daily
- 59 million messages sent daily
- 31 int’l territories in 17 languages
- 125 billion impressions per month

Source: comScore Media Metrix August 2007
MySpace: A Place for Impact
Impact: Inspire Dialogue and Action
Impact: Provide Crisis Communication

MySpace Announcement

Latest Update:
SEP 1, 3:00pm PST

The Department of Homeland Security has asked MySpace to help distribute information about Hurricane Gustav. Try these links:

Hurricane News

Federal Hurricane Response
- How to Get Help
- Get Prepared
- Find Friends & Family
- Health & Safety
- Donate & Volunteer
- Hurricane Tracking
- What Government is Doing
- En español

Put these links on your profile

FSU ALERT

"Part of Florida State University's Emergency Notification System"

View My Pics | Videos

Contacting FSU ALERT
- Send Message
- Forward to friend
- Add to Friends
- Add to Favorites
- Invite / Call
- Block User
- Add to Group
- Bank User

MySpace URL:
http://www.myspace.com/fsualert

FSU ALERT is in your extended network

FSU ALERT's Latest Blog Entry [Subscribe to this Blog]

(Visit All Blog Entries)

FSU ALERT's Blurb
About me:
FSU ALERT is Florida State University's emergency notification system. If there is a condition which threatens the health and safety of persons on campus, university officials will warn the campus community using one or more of 26 available methods.

Check out the...

FSU ALERT HOME PAGE
Impact: Crisis Intervention

Over 463,000,000 impressions on MySpace since 1/24/07

Hello, Chris!

Missing Child
Name: Diogo Fabien Ortega
Age: 5YO

Skin Color: Hispanic
Gender: Male

Description: Last seen wearing a blue and green checkered shirt, blue jeans, and white shoes.

Suspect
Name: Jorge Luis Ortega
Age: 3YO

Eye Color: Brown
Weight: 80LBS

Vehicle Information
Make: Ford
Model: Ranger
Color: Black
License: CA License: 7219738
Vehicle: Pickup Truck

ATTENTION: There is an AMBER Alert in your area. Please CLICK HERE to find out more information.

If you or someone you know is in crisis, call: 1-800-273-TALK

with help comes hope
Safety: Our Approach
A Strong Foundation for Online Safety

- Technology
- Education
- NGOs
- Law Enforcement
- Public Policy
- Industry Relations
- International
Our Approach

- Build **safety** into MySpace features
- Build **safety features** into MySpace
- **Partner** with Safety Advocates, Educators, Law Enforcement, and Lawmakers to enhance safety as a community
The Three C’s

- **Content**
  - Prevent access to inappropriate content
- **Contact**
  - Prevent unwanted contact
- **Collaboration**
  - Partner with law enforcement and other experts
  - Raise awareness and empower users
Content
Content: Linking from the Site

Adult and malicious links stopped and redirected

“youporn.com” blocked
The link you are trying to visit has been disabled.

You have reached a link that is no longer in service. That means the link was very naughty, and, much like head lice, had to be eliminated before it spread.

You may be asking yourself, "Hey, what was it about that link that got it in trouble?" An excellent question! Usually, it's one of the following reasons:

- **The link was spam!** No one likes spammers, and we don't like their links.
- **You almost got phished!** There are people out there who want to steal your MySpace password. They want to log in as you and send spam, harass your friends, change your profile, and generally run amok. Phishing pages are usually designed to look like MySpace to trick you. Other sites may also ask for your MySpace login information to customize your profile, insert videos or slide shows, track visitors, or any number of other things. Don't make it easy for them. **ONLY USE YOUR MYSPACE LOGIN INFO ON WWW.MYSPACE.COM!!**
- **Viruses are not fun!** Neither is adware, spyware, or malware. We cut the links to places that are known sources of infection.

If you really did want to check out some spam, viruses, or phishing pages, we're really sorry to have interrupted. We're sure you can find it elsewhere. There's plenty on the Internet.
Teachable moment when leaving the site
IP address logged and displayed to deter illegal content
Content: User Empowered to Report
Contact
**Sentinel SAFE**

<table>
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<th>First Name</th>
<th>James</th>
<th>View Profile</th>
<th>MATCH</th>
<th>NO MATCH</th>
<th>Inconclusive</th>
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<th>First Name</th>
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</table>

**Conviction:** GUILTY/CONVICT  
**Sex Offense-Other (Criminal)**
Contact: Keep Out Underage Users

**User:** 404979312 / 404979312 [view profile]

**Name:** cassidy

**Age:** 14 (must be born on or before 13 September 1994 or 9/13/94)

**School:**

This is the age the user gave when signing up

**School Years:**

**Warnings:**
- i'm 10 years old

**FriendsCount:** 16

**"About To Meet":**

my name is cassidy and i'm 10 years old

**Over/Under Algorithm and Tool**

```c
intRed = (intCookLevel#/5) * (intRedMedium1 - intRedDark1)
intGreen = (intCookLevel#/5) * (intGreenMedium1 - intGreenDark1)
intBlue = (intCookLevel#/5) * (intBlueMedium1 - intBlueDark1)
```

```c
if intLevel = 1
    color limb intCurrentBread, 2, rgb(intRed+intRedDark1, intGreen+i
    color limb intCurrentBread, 3, rgb(intRed+intRedDark1, intGreen+i
endif
if intLevel = 2 or intLevel = 3 or intLevel = 4
```
Adults need to know last name or email address of younger users
Contact: Limit Ability to “Browse”

Adults cannot “Browse” for minors
Minors are visible to “Friends Only” by default.
Users control who see them
Contact: Limit Who Can “Connect” with You

Users control who contacts them
Contact: Keep Minors Protected

Ages are locked upon sign-up

Basic Information

Interests | Name | Basic Info | Details | Schools | Companies | Networking | Song & Video

**Headline:** My age is locked!!

**Gender:** Male  Female

**Date Of Birth:** 02-22-1992

**City:** BEVERLY HILLS

**Country:** United States

**Region:** California

**Zip Code:** 90210

Save Changes
Warning - Please be aware that MySpace is accessed by thousands of users every day; since you do not know every user on the MySpace site, exercise caution when posting personally identifiable information.
Contact: Provide Minors with Closed High School Section

Students must be “vouched” before joining high school section

To sign up as a Current Student at Runshaw High School, you will need 2 of your friends, who are already members of this school, to verify that you are a current student here.

Please select which friends that you would like to send messages to:

| Manchester | Marvin | Coyboy3000 | phong | Miliadi |

Your friends who attend Runshaw College:

- Manchester
- Marvin
- Coyboy3000

Date: 21 Jul 2008 15:37
From: Yuko Shiroma
Confirmation: Does your friend go to Runshaw High with you?
Email address must be verified

Verify your email address!
Click Here

You can't send messages, post comments, post bulletins or add friends until you verify your email!
Contact: Empower Members to “Report Abuse”

User community helps to enforce member rules
Users can quickly identify the issue they are reporting.
Contact: Empower Anyone to "Report Abuse"

Friend Requests

Private Messages
Collaboration
Collaboration: Partner with Law Enforcement 24/7

- Ongoing support, training and materials for local, state and federal law enforcement
- 24/7 dedicated hotline - not just for emergencies
- Trained over 4,000 law enforcement officers
- Distributed Law Enforcement Guide and One Sheet to over 5,000 law enforcement officers
Collaboration: Partner with Law Enforcement

Anti-Gang Task Force

Yuba City Police Dept
Collaboration: Partner with Experts

- Government
- Law Enforcement
- NGOs
Collaboration: Partner with Users to Educate

Teachable Moment: Under 18 users must review safety tips upon sign-up

MySpace Alert

Please read these safety tips before posting any photos or personal info.

MySpace is a public space. Don't post anything you wouldn't want the world to know (e.g. your phone number, address, instant messenger screen name, or specific whereabouts). Don't post any nudity, violent, or offensive material, or copyrighted images. If you violate these terms, your account will be deleted. [photo policy]

People aren't always say who they are. Exercise caution when communicating with strangers and 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.

I have read the safety tips. I know that complete safety tips can be found at the bottom of every MySpace page.

Continue to site
Collaboration: Partner with NGO’s to Educate

Education Outreach Program

• School Guide
• Parent Guide
• Teen Guide

Partnerships

• The National Center for Missing and Exploited Children
• Family Online Safety Institute
• National Crime Prevention Council
• ConnectSafely
• Enough is Enough
• iKeepSafe
• Partnership for a Drug-Free America
• National Suicide Prevention Lifeline
• The Ad Council
Collaboration: Raise Awareness

Public service announcements covering topics from spam to protecting your children online

Over 785,000 users watched online

Over 150,000,000 TV viewers reached
Collaboration: Raise Awareness

Interactive Safety Site for Teachers, Parents, and Teens
Collaboration: Empower Parents

Free download on MySpace.com and iKeepSafe.org

ParentCare BETA

URL: www.MySpace.com/ParentCare
The Three C’s

- **Content**
  - Prevent access to inappropriate content
- **Contact**
  - Prevent unwanted contact
- **Collaboration**
  - Partner with law enforcement and other experts
  - Raise awareness and empower users
The “Big Six” - The Basics for Online Safety

- Review images and videos
- Check discussion groups
- Remove registered sex offenders
- Enforce minimum age requirements
- Protect younger users from adults they don’t know
- Partner with law enforcement and others
Thank You