

Promoting Your Business on MySpace

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Created On: 05 Oct 2009 04:30 PM

The question of whether or not MySpace can be used to promote a business is certainly debatable. MySpace is intended to be a non-commercial website by nature but there is a difference between blatant commercialization and mentioning a product or service you offer and providing a link as a useful resource to visitors of your website. This article will take a look at the opportunities to promote a business on MySpace by providing information on determining whether or not your method of business promotion is permitted on MySpace and information on how to promote your business without being accused of spamming MySpace.

Review the Terms of Service Carefully

The terms of service provided by MySpace can provide the greatest insight into whether or not there are ways to promote your business through MySpace. Members of MySpace are asked to review the terms of service before becoming a member. Each member should carefully read through this entire agreement to come to a better understanding of which types of activities are allowed on MySpace as well as which types of activities are prohibited.

One of the stipulations of the MySpace reads as follows, "Non-commercial Use by Members. The MySpace Services are for the personal use of Members only and may not be used in connection with any commercial endeavors except those that are specifically endorsed or approved by MySpace.com. Illegal and/or unauthorized use of the MySpace Services, including collecting usernames and/or email addresses of Members by electronic or other means for the purpose of sending unsolicited email or unauthorized framing of or linking to the MySpace Website is prohibited. Commercial advertisements, affiliate links, and other forms of solicitation may be removed from Member profiles without notice and may result in termination of Membership privileges. Appropriate legal action will be taken for any illegal or unauthorized use of the MySpace Services."

This section of the terms of service stipulates that MySpace is created for non-commercial use unless Myspace.com has approved the use of a member's website for commercial purposes. Therefore care should be taken when designing a MySpace website to ensure the website will not be deemed to be a commercial website by MySpace administrators.

When In Doubt, Ask Questions

Those who are unsure of whether or not their MySpace website, as they have designed it, will be considered a commercial website should consult with MySpace administrators. This step is not necessary unless the member is concerned their content will be perceived as being commercial. Reviewing the terms of use agreement can provide a great deal of information but some users may still be concerned with the possibility that their website will be penalized if the administrators deem it to be commercial in nature.

Contacting MySpace is a fairly simple process. Members can use the, "Contact MySpace" link from the MySpace.com homepage. The contact page enables members to select a subject and a subtopic and submit this information. Once this is done MySpace provides some preliminary

information which may be relevant. If this information is not useful to the member they can email a detailed request to MySpace.

Avoid Spamming at All Costs

If you determine there is an opportunity for you to promote your business through MySpace, care should be taken to ensure the promotion does not cross the line into spam. Spamming is taken very seriously by the MySpace administrators and it may result in links or content being deleted or the privileges of membership may be revoked when a member is found to be guilty of spamming. Links to your ecommerce website integrated into your MySpace website isn't considered spamming. Depending on how it is used it may not even be considered advertising, and therefore prohibited, by MySpace administrators. However, visiting other MySpace websites and placing a link to your ecommerce website on each website you visit would be considered spam. These individuals may or may not be interested in the website you provide but even if they are interested sending these links to numerous websites unsolicited is often considered to be spam.