

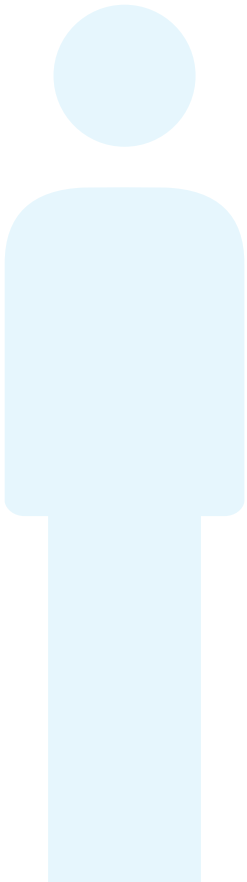
The word "think" is written in a lowercase, white, sans-serif font. The letter "i" is replaced by a blue silhouette of a person standing with arms at their sides.

TIPS & TOOLS:

Help your Organization get the most out of Think

Think is a multi-media community where young people, their friends and favorite celebrities can get informed, get heard and take action on the issues that matter to them most. And where organizations like yours can harness the power and reach of MTV to build support and awareness of the invaluable work you do among this incredible ever-growing community of youth.

THE SITE IS DESIGNED TO HELP YOUR ORGANIZATION:



- Save valuable time and resources by leveraging MTV's investment in social networking tools for good, instead of having to build your own from scratch
- Incentivize action by tying the "cool factor" of MTV to your non-profit brand
- Create "virtual open houses" that introduce your organization to a new audience looking for ways to get involved
- Showcase and collect no-cost feedback on your organization's activities and media
- Spread your message virally around the community and the web at large
- Gather youth from around the corner or across the globe to work together toward a common, tangible goal

The first step in taking full advantage of the site is to create a profile for your organization. To do so, go here:

<http://think.mtv.com/-/SignUp/OrganizationSignUp.aspx>

TIP 01: CREATE A BLOG

Create a blog and share your organization's story, your latest news, your thoughts on world events, and more. You can embed videos, images, action items, links to other sites, and change the text and background color with the formatting tools. If you are html savvy, you can switch to the html editor and create an entirely custom look. You can even put your organization's newsletter on a blog and give it an automatic internet home. Once you're created your organization's blog, make sure to update it often, share it with your network, and encourage everyone to become regular readers.

Check out how these profiles have maximized their blogs:

Carl D: <http://think.mtv.com/profile/CarlDBrown/User/Blog/BlogView.aspx>

Acumen Fund:

<http://think.mtv.com/044FDFFFFF0098996400080098D47E/User/Blog/BlogPostDetail.aspx>

TIP 02: MAXIMIZE THE "WHAT'S NEW" SECTION

Every organization profile has a "What's New" section, where you can make the community aware of all your latest news, events and happenings. And with the ability to support HTML code, you can embed action items unique to your organization right on your profile. Frequent updates to this section incentivize users to visit your profile on a regular basis.

Check out how these organizations have maximized this real estate:

Stop Global Warming: <http://think.mtv.com/profile/stopglobalwarming/>

Women for Women International: <http://think.mtv.com/profile/WomenforWomenIntl/>

TIP 03: UPLOAD AND SHOWCASE MEDIA

Uploading your organization's promotional and other videos, audio, and photos to **Think** is one of the best ways to get noticed. You can upload this media right from your hard drive OR by using your media's permalinks from popular media sites (YouTube, Google Video, Revver and Metacafe) and where it already lives. Once you upload to **Think**, drop the embeddable code into your organization's profile on MySpace or Facebook. Or include it in your next email update to your supporters so they can spread your content across the web. And soon you will be able to "favorite" any media on the site, so anything members upload in support of your organization can be found right on your profile.

Check out the types of media uploaded by these organizations:

Why Tuesday: <http://think.mtv.com/profile/WhyTuesday/>

Malaria No More: <http://think.mtv.com/profile/ariane/>

Once you register for the site, go here to start uploading:

<http://think.mtv.com/-/Upload/ExpressUpload.aspx>

TIP 04: START GROUPS

A **Think** Group is a way for members who share an interest or identity to come together toward a common goal. You and your volunteers can use this as a virtual meeting space that allows an unlimited number of people with varying schedules to check in and discuss issues at any time. And by associating your photos, videos and audio to your Group, you create a virtual exhibition space for young people everywhere to explore and rally around.

Check out how this organization is using Think Groups:

City Year New York: <http://think.mtv.com/Groups/CityYearNewYork/>

Once you register for the site, go here to start a Group:

http://think.mtv.com/-/Content/ContentHub.aspx?filter_by=512

TIP 05: START A FORUM THREAD

If you want to know what **Think**-ers think about a topic your organization is passionate about, starting a **Think** Forum thread is a good place to kick off the discussion. It's also a no-cost feedback mechanism on your organization and its activities.

Check out a Forum thread started by this organization:

Edin08:

<http://think.mtv.com/044FDFFFF00989734000900989BDE/Forum/DiscussionDetail.aspx>

Once you register for the site, go here to start a Forum thread:

<http://think.mtv.com/-/Forum/ForumHub.aspx>

TIP 06: USE CELEBRITY

Think is quickly becoming THE destination for celebrities who want to engage young people on the issues they care about. If your organization is working with celebrities to further your mission, be sure to reflect that on the site. The MTV audience watches their favorite celebrities very closely. Take advantage of that fact!

Check out these examples of organizations already doing so:

Justin Timberlake at a Declare Yourself event:

<http://think.mtv.com/044FDFFFF009896ED00070098A2ED/>

Sting talking about mentoring:

<http://think.mtv.com/044FDFFFF009A211A00170098C8B4/>

TIP 07: CAPITALIZE ON YOUR EXPERTISE

A great way to attract attention is by becoming an invaluable resource to **Think** members. Young people come to **Think** to connect and learn more about important issues. Be sure to take a look around the site and chime in on a discussion that could use your expert advice or resources. Or start a "must read" blog. When you post helpful information anywhere on the site, this encourages others to learn more about the work you do.

TIP 08: TURN YOUR FAN BASE LOOSE!

Your already existing supporters are your greatest asset in building up your presence on **Think**. You can easily invite them to the site en masse by clicking here after you register:

<http://think.mtv.com/-/Messaging/SendInvitation.aspx>