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HOW TO : Sync Your Band's Myspace Page With Your Facebook Fan Page

- 6- Webographie -

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Myspace is out with a new Facebook App that allows bands to port their Myspace Pages to their Facebook Fan Pages.

"Every artist has a [Myspace Page](#), so they've already published their content into our system," says Sam Wick, head of marketing, programming and entertainment at Myspace. "We believe by allowing artists to use an app that feeds into Facebook, it reinforces the need to post content to Myspace. It also makes it easier to manage their digital identity."

The app is extremely easy to use. If you've dealt with products like Band Pages or ReverbNation's Facebook app, you should have no trouble installing it.

Simply search for "Myspace Music App" on Facebook and click "Add to My Page," and then connect your Myspace to your Facebook. (You can also access the app through Myspace [here](#).) After doing so, your Myspace page will show up as a tab titled "Music" on your Facebook Page, complete with all your songs, albums, videos, photos, blogs posts and events. When fans listen to tracks, the player opens as a pop-up, which is actually pretty nice if users want to navigate away from the page and continue listening.

You can also upload custom, clickable marquees and edit the theme of the app so that it matches that of your Myspace Page (customization is executed on Myspace).

It's fair to say that Myspace's latest Facebook crossover the site announced a [Facebook integration](#) last year enters a crowded field, what with Band Pages, ReverbNation, Topspin Media, damntherradio and others, already on the scene. Still, Wick believes that it will beat out the competition when it comes to appealing to bands.

"What the startup sites don't have is millions of artists and tens of thousands signing up every day," Wick says. "Marketing to that natural base that we have makes us very, very large." Moreover, the app unlike some of its competitors is free.

Still, it lacks some of the features that services like ReverbNation boast : the ability to set up the ever-popular "Like-for-a-track" gate and robust stats in-app. (Myspace does offer stats on its backend thanks to an [integration with ReverbNation](#).)

Wick does have a point, though : There are nearly 14 million bands on Myspace, and it would be far easier to port over all of one's music and tour dates to Facebook than to start from scratch with another app.

The app seems a change of tone for Myspace from social network/entertainment hub to content management platform, a move that could possibly make sense given the service's embattled state (still, it faces some pretty stiff competition in that arena).

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At this juncture, we know what you're all thinking : Isn't [Myspace going to be sold](#) ? What effect will that have on the future of this app ? To that, Wick responds : "Our main focus right now is innovation."

What do you think of this latest offering ?

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