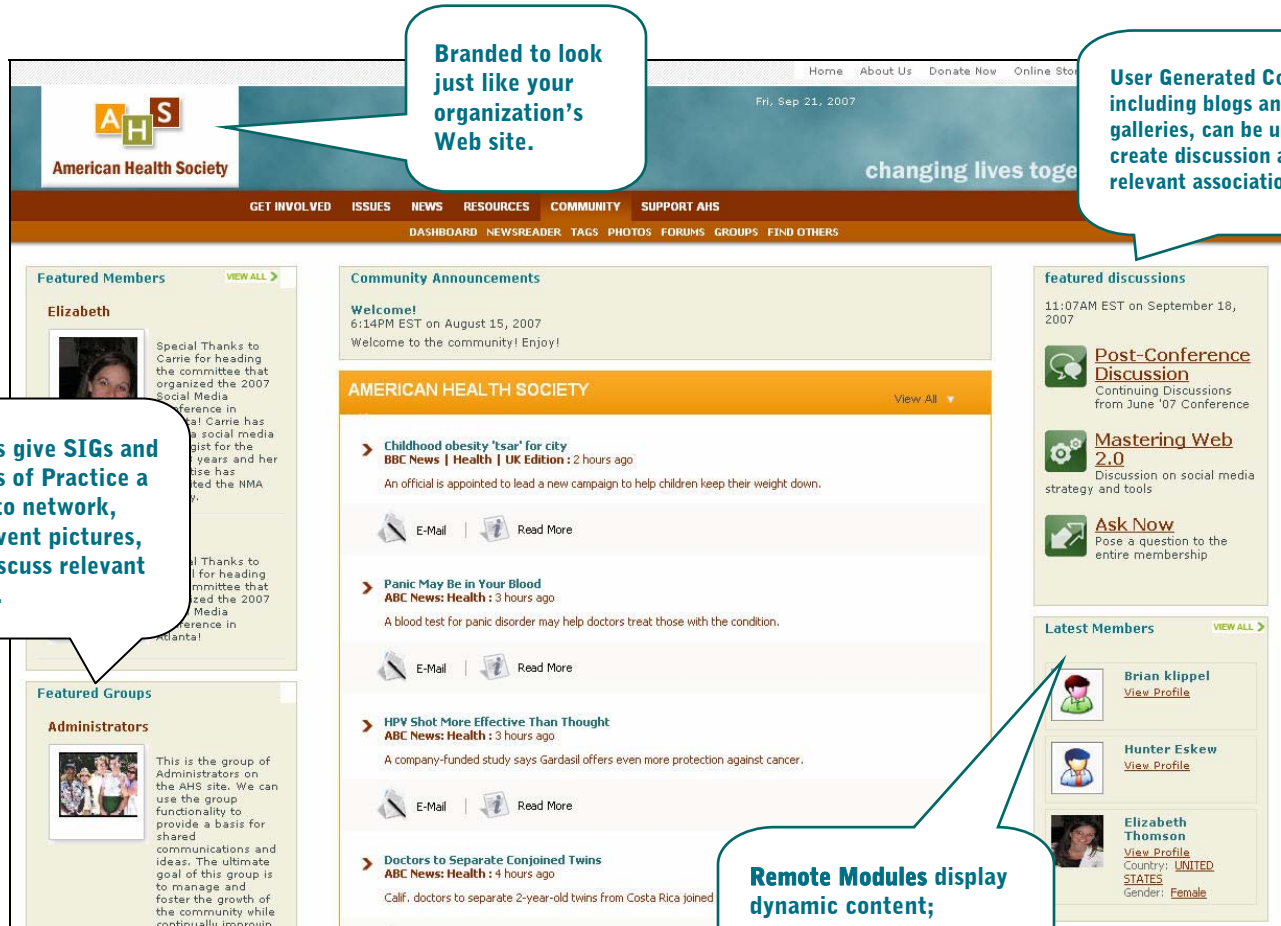


ThePort Social Media Suite



Branded to look just like your organization's Web site.

User Generated Content, including blogs and photo galleries, can be used to create discussion around relevant association topics.

Groups give SIGs and Groups of Practice a place to network, post event pictures, and discuss relevant topics.

Remote Modules display dynamic content; constituents are encouraged to browse other profiles, increasing engagement.

The Basics

- Allows organizations to promote events and continue discussion after conferences through blogs, forum, and user commenting.
- Provides Web site content through a self updating source of information via RSS feeds from both nonprofit publications and outside sources.
- Gives the ability to create virtual community pages branded to look just like your organization's Web site.

Key Benefits

- User generated content drives deeper user engagement and constituent loyalty.
- Remote modules increase user interaction with existing content.
- Community Blogs, Forums, and Groups increase interaction between your organization and its constituents, increasing loyalty.

Revenue Opportunities

- Allows organizations to promote publications with blog publishing tools within a community.
- Specialty blog topics and groups create excellent sponsorship opportunities.
- Community Web pages offer additional advertising and sponsorship inventory. Ads will be seen by interactive, relevant users.

Product Features

Embedded Content Modules

- Remote Commenting- Embedded commenting capability to existing Web pages.
- Remote Community Content Modules- Dynamic community generated content embedded in your organization's existing Web pages.

Social Networking

- Profile Questions- A set of questions that are completed by users; the set of responses forms a user's persona within the community.
- Private Profiles- Support for user-defined privacy settings.
- Email This- Allows users to share articles via the built-in email system.
- Search Members- Users can search for others with similar profile questions responses.
- Invite a Friend- Users can invite friends and family members to join the virtual community.
- Request as a Friend- Users can establish a stronger link to other community members by inviting them to become friends.
- Groups- Users can form groups around SIGs, Groups of practice, or social activities.

User Generated Content Tools

- Community Blogs- Easy-to-use public blogs that are open to all members of the community for participation.
- Community Photo Gallery- Facility for users to upload photos to a public virtual gallery.
- Community Photo Gallery + User Ratings & Tagging- Public photos in which users can assign key words (tags) to each photo that is uploaded and each photo can be rated by members of the community according to a five-star rating system.
- Individual Photo Albums (User Rating and Tagging Included) - Each user is assigned a person photo album. Similar ratings and tagging capabilities are applicable. In addition, users can limit viewing of photos to those who are Friends.
- Forums- Forums string conversations together ensuring ease of use and heighten user interaction.

Start Page & Advanced Newsreader

- Default News Feeds- Built in news feeds that are available to all members of the community.
- Publisher-Defined/Recommended Feeds- Set of organization-defined news feeds that are prominently displayed on the default Start Page.
- Support for External Feed Subscription- Ability to subscribe to third party news feeds.
- Publisher-Defined/Recommended Widgets- A set of publisher-defined Widgets that are made available to users for subscription.
- Search Feeds- Allows users to search by keyword or URL for RSS feeds from multiple sources.

Dynamic Community Content Modules

- Basic Reader- A dynamic and self-updated feed of news items from the list of publisher-defined feeds.
- Recent Photos- A dynamic and self-updating list of the most recent photos uploaded into the community photo gallery.
- Recent Members- A dynamic and self-updating list of the most recent members to join the community.
- Profile Tag Cloud- A visual depiction of profile question responses. Users can click on each response to view the list of members who have selected that response in answer to a profile question.
- Recent Community Blog Posts- A dynamic and self-updating list of user postings to the community's public blogs.

Publisher Tools

- Publish Blog- Publisher authored blog located in the Virtual Town Center that can be used to promote new activities, members, content, etc.
- Photo Moderation Controls- Editorial policy governing user uploaded photos.
- Community Blog Moderation Controls- Editorial policy governing entries to public blogs.

Frequently Asked Questions

What products does ThePort offer?

ThePort Social Media Suite- Social Networking, Blog Publisher Start Page, and Community Manager- offers the benefit of social media, blog publication and personal content aggregation. These solutions not only transform the user experience, but also transform business models for non-profit organizations.

Can users personalize their start page?

While each member's start page is preloaded with default RSS feeds and widgets defined by your organization, there are four ways users can personalize the page: (1) by adding RSS feeds from the list of recommended feeds, (2) by adding favorite news feeds and blog subscriptions, (3) by adding feeds found through the keyword search capability, and (4) by adding widgets from the widget library.

How can users connect and network with each other?

Social networking increases your site value by increasing members, member visits, and the length of their stay. Robust tools enable users to communicate with one another, create profiles, and manage rich content. This includes creating making contacts or "friends," communicating with contacts, sharing insights and experiences, participating in the virtual community center, and sharing photos via the rich media galleries. The Social Networking product also gives members several ways to find others. Registration questions are hot-linked allowing members to find others sharing their interests, and an advanced search page is provided allowing members to search on many different fields.

What blogging options are available?

ThePort's full-featured blog publishing system offers preloaded templates that enable members to start blogging immediately as well as community blogs that will allow even the most time-pressed members to submit blog entries. Our solution provides robust functionality including the ability to publish RSS feeds for all blog entries, allowing users to publish content in real time as well as support for all types of rich media blogging from text to video to podcasting.

What type of administrative rights does the organization have?

Organizations have a broad range of administrative functions through ThePort Community Manager. These include, but are not limited to: customizing, configuring, and managing feed and widget libraries; customizing profile questions and social networking permissions; moderating member and community blogs; assigning community moderation rights for blogs and commenting, etc; implementing blogging policies and blogging permissions; and configuring visitor and member access levels and rights.

What are the moderations options for organizations?

The organization can choose the level of moderation that makes the most sense for the community. Moderation levels range from requiring the approval of all blog entries, comments, photos, etc to self policed communities in which community administrators rely on members to report inappropriate content. Requiring users to log-in to post items generally discourages inappropriate content because the user's name or avatar is linked to the post.

Who has the authority to create groups?

The community owner decides who has the ability to create groups. Group creation can either be limited to community administrators or the client can allow all community members to create groups. Any person who has the ability to create a group may create as many as are needed. Community members have a group page that lists all the groups to which they belong, lists all the groups they own, and allows them to create a new group if the permission is given. Organizations will have the ability to set up groups around chapters, committees, special interest groups, groups of practice, etc.

Does ThePort provide single-sign-on?

ThePort has partnered with Convio to provide single-sign-on allowing ease of use for constituents.