

Washington, D.C. (PRWEB) February 11, 2010 -- [ThePort Network, Inc.](#) today announced the launch of its [Social Institute](#), a new think tank for bringing together experts and exploring the various disciplines within the practice of social networking and media. The Social Institute was launched with a new website and announced at the UnTech10 Conference held in Washington, DC and sponsored by ThePort Network.

The new think tank seeks to provide members with a blended educational experience and will include both in-person and online events and activities. Relying on ThePort's deep background in socially enabling traditional communication and media channels, the Social Institute was launched by extending the value of the conference--offering tradeshow attendees the chance to experience a live webcast while providing streaming video available for those that could not attend the conference, but wish to virtually participate. The recorded webcasts will be added to the Social Institute's online community to allow for commenting and archived as recorded videos for future use by individuals interested in building their organization's capacity in social media.

"The Social Institute came about because we listen intently to our client base and take our role as thought leaders to heart," explained Bob Cramer, CEO and Chairman. "Our clients have been using social media for years and we've developed best practice models that we want to share to prevent unnecessary pain and avoid the inherent risks that come from transitioning to a socially enabled organization. We feel that founding and supporting the Social Institute is the best way we can help the not-for-profit market to safely adopt and utilize social networking and media."

The new think tank is open to all people who are interested in learning more about using social media to innovate organizations that serve others. The Social Institute will accept proposals for speaking opportunities through webinars, seminars and sponsored events from members and supporting partners. Research and market analysis is also a key focus for the Social Institute which has already agreed to provide [ASAE & The Center](#) with aggregated social data collected from ThePort's nearly 2 million active users that now use its social networking product platform.

"We are thrilled to be able to serve not-for-profit organizations through the Social Institute," stated Suzanne Carawan, Vice President of Marketing & Strategy. "Our principle aim is to empower organizations to offer socially-enabled programs and products that increase the value of what they get in exchange for their dues, volunteer time, and donations. We are only at the beginning of experiencing the organizational changes that social media will bring; we are wholly focused on providing the kind of thought leadership and education that will prepare organizations for the inevitable changes and exceptional new opportunities for innovation."

About [ThePort Network](#)

ThePort Network develops social networking and media products for organizations that require exceptional care for their constituent bases. We specialize in applying our flagship product named ThePort Social to an organization's current programs and product offerings to amplify their value. Our solutions result in greater constituent interactivity, engagement, and organizational innovation.

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