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ThirdPlace



Overview

When work is work and home is home—there is a third place where minds meet and distance disappears. Welcome to ThirdPlace, the most up-to-date social media available on the internet. ThirdPlace is not just a website; it is an integral part of each member’s life. We have taken the best and most functional components of contemporary networking sites and fused them into one. Not only is ThirdPlace an environment to connect or reunite with friends and colleagues, it is the only social media site that offers targeted real-time group chat capabilities. Unlike popular sites such as Facebook or MySpace, ThirdPlace does not sell personal information about its members to search engines. We are equipped to provide unparalleled privacy with core guarantees that are not subject to change.

The ease of communication within ThirdPlace encourages and allows involvement in your offline community as well. Often, participation in social media actually compounds an already hectic schedule, but ThirdPlace provides a window to group chats, meetings, and even education without travel or complicated coordination. ThirdPlace can be an extension of your personal or professional life—or both.

The research regarding social media shows that users are looking for a distinct set of qualities within a network. ThirdPlace has you covered. Instead of subscribing to a completely new set of programs, ThirdPlace is already compatible with your favorites. Our members can link to Skype, Twitter, iTunes, Pandora, YouTube, and BlogSpot. Our members have access to a wide variety of features that they can personalize and modify to best suit their social media needs. The following information details the exciting opportunities that make ThirdPlace unique.



Design

The goal of ThirdPlace is to offer a clutter-free interface that is easy to navigate. In order to improve upon social networking sites that are already available, we have broken down the site into categories: profile (Bio), homepage (Community), interactive chat (Connect), and games/applications (Play). By creating this screen separation, users are able to engage in different aspects of the networking experience (see tabs on figure 1). Separate screens also give members the opportunity to bypass a feature like games/applications if these are not an essential part of their socializing experience. Members also have access to their own ThirdPlace mail.

Account

Setting up an account with ThirdPlace is a straightforward systematic process that inquires about security preferences, basic information, email notifications, and linking to outside accounts. Members can later access their account at any time through the *settings* link in the top left corner of every screen (see figure 1). An important feature that is offered by ThirdPlace incorporates privacy controls based on groups created through *settings*. If desired, users can create groups for their online contacts. This allows the user to control the visible content on their profile, including status updates, for “work group” versus “book club group” contacts. These groups also come in handy when organizing other aspects of ThirdPlace discussed later.

The security offered in ThirdPlace is unlike any other social media site. The default setting for all content is “friends only.” Members can open their content to the rest of the ThirdPlace community by changing the privacy controls in *settings*. Information provided on profile pages is never available to search engines. The member explicitly controls all content within their account, including posts and discussions on the ThirdPlace server. The “permission only” feature of *settings* allows members to accept or deny photo tags and comments from friends. ThirdPlace is committed to hosting a private and secure setting where members can display pictures and information that stays within the community.

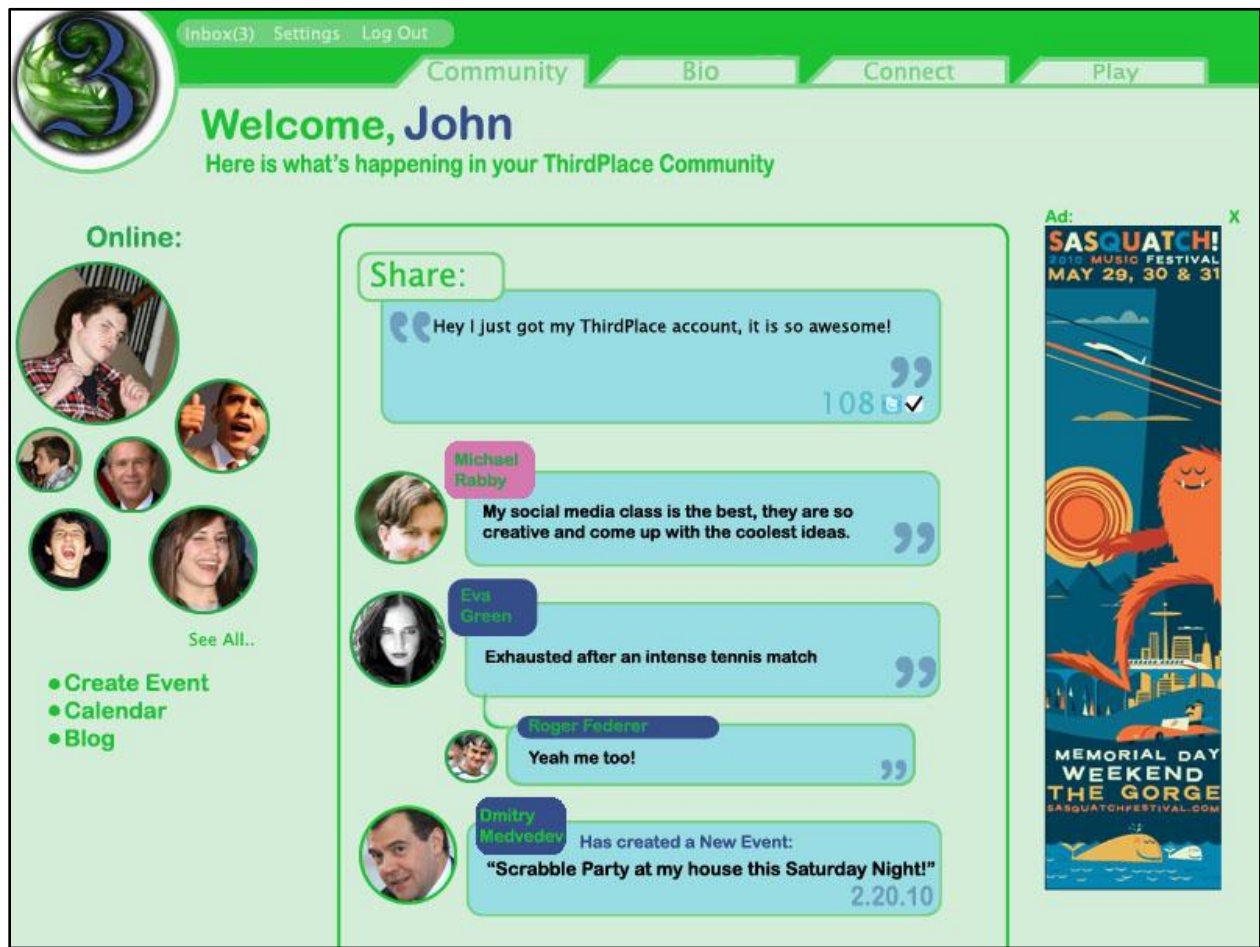


Figure 1: Community screen

Community

After creating an account, ThirdPlace members view their default page, Community. This screen is a hub of activity that streams the updates of everyone within the user's circle. When adding a friend to an account, members have the opportunity to check "add to community" so that their updates appear on this screen. Users can also use transparent color highlighting to identify the status of contacts who are organized into groups (group and color is assigned through *settings*).

Near the top of this screen, users can update their own status (see figure 1). Statuses can include interesting information from other sources, event and chat invites, as well as anything users are interested in sharing about themselves. At the bottom of the status updates,



users can check the Twitter box. This limits the characters in the update to accommodate a linked Twitter account (account linking through *settings*).

On the left side of this screen, users see a selection of online contacts. This display represents the friends with whom the member communicates most often. The link below it will show all online contacts. The *create event* link allows members to invite their contacts to face-to-face community and social activities, as well as online chat events in Connect. The *calendar* link allows users to track event invites, birthdays, chats they plan to participate in, holidays, and appointments. Each entry in the *calendar* includes a privacy section that controls who can view calendar content. The *blog* link allows users to view and update their ThirdPlace blog (accessible by others through member Bio pages). Blogs can also import, export, and link to other blog sites available on the internet.

The screenshot shows a user profile for John Calvin. At the top, there's a navigation bar with 'Inbox(3)', 'Settings', and 'Log Out'. Below that are tabs for 'Community', 'Bio', 'Connect', and 'Play'. The profile name 'John Calvin' is prominently displayed. To the right of the name are buttons for '+ Add as a friend' and 'Send Private Message'. The main profile area is centered around a portrait of John Calvin. Surrounding the portrait are several sections: 'Now Playing:' with a play button and the text 'The Tough Alliance...', 'Photos', 'Blog' with a post 'Oh Snap! Servetus got pwned!!', 'Links', 'About Me:' with a bio: 'Hey my name is John. I'm from Geneva and I like to read the Bible and write books. I'm pretty friendly except to heretics, so if you want to know more drop me a line and we ...', 'Books:' with a list: '-The Bible', '-Die Vorsehung', '-Der Hirt', '-Enchiridion', and 'Stats'. At the bottom left, there's a section for 'John's Friends' with several small profile pictures and a 'See All..' link.

Figure 2: Bio screen



Bio

The Bio pages are the culmination of everything exciting about individual members of ThirdPlace. The central focus of the Bio page is the user's default photo. Radiating from that is a flowchart styled system to get to know the user. From the member's own Bio page, they can input bubble information they would like to share with their community (see figure 2). All information is optional and the bubble will disappear if not used. The Bio page includes friends, music, current and past status updates, interests, photos, and a link to the user's blog (see figure 2). ThirdPlace users have the ability to customize the look of their Bio page. Options range from squaring up the layout to text-only displays. These options appear in *settings*. In order to keep things simple, members have three themes to choose from, but they can change the background image of any area of ThirdPlace.

Another important feature of ThirdPlace is status update responses. These are created through both the Community and Bio pages. Status updates become threaded once they receive a response. This allows the original commenter and subsequent contributors to reply to the original status or to another user's reply. Unlike other social media sites, ThirdPlace offers more targeted communication options. Instead of a cascade of comments, communication under a status post is more like a discussion thread (see figure 3).



Figure 3: Status thread



Inbox(3) Settings Log Out

Community Bio Connect Play

Online:

John Calvin: I love the peregrine falcon. It's just so majestic and beautiful. Not to mention that it is the fastest animal on the planet.

John Calvin: Plus they are just so vicious.

Erasmus: I don't agree with you John, in my opinion, the Great Albatross is far superior. They are the largest flying birds with an enormous wingspan of up to 11 feet.

John Calvin: Erasmus, you my friend, are insane. The falcon is obviously faster, more intelligent and more agile than that huge ball of feathers you call an albatross.

Erasmus: I don't appreciate you calling me insane. That is just my opinion.

John Calvin: Forgive me, Erasmus, but you have to be logical in your arguments.

Erasmus: Ok, you want logical arguments? Check this out
The wingspans of the largest great albatrosses (genus Diomedea) are the largest of any bird, , exceeding 340 cm (11 ft), although the other species' wingspans are considerably smaller (1.75 m (5.7 ft)). The wings are stiff and cambered, with thickened streamlined leading edges. Albatrosses travel huge distances with two techniques used by many long-winged seabirds, dynamic soaring and slope soaring. Dynamic soaring involves repeatedly rising into wind and descending downwind thus gaining energy from the vertical wind gradient. Slope soaring uses the rising air on the windward side of large waves. Albatross have high glide ratios, around 22:1 to 23:1, meaning that for every metre they drop, they can travel forward 22 metres . They are aided in soaring by a shoulder-lock, a sheet of tendon that locks the wing when fully extended, allowing the wing to be kept outstretched without any muscle expenditure, a morphological adaptation they share with the giant petrels.

John Calvin:

- Create Chat Event
- Chat Settings

Current Open Chats

- "What about the Olympics?"
Louie Vito
- "Who's up for Volleyball?"
Romulo Orquiza
- "Health Care"
Fred Phillips

Figure 4: Connect screen

Connect

Connect is the first of its kind social network integrated chat feature. Connect is an opportunity to interact with friends and make new ones based on common interests. The initial chat box is blank until a member opens, or hosts, a chat event. These events can be sent out to contacts through the *create event* link on the Community screen (see figure 1) or directly through the Connect screen (see figure 4). Once a chat begins, clicking on the *chat settings* link presents options to control privacy and current participants in a pop-up window (see figure 4). These options include who can enter or remain in a chat, whether it is viewable by others (even if they are not participating), and a language filter system.



Even after invites are sent, members can leave their chat open to all members of the ThirdPlace community. A selection of friends and contacts currently online are listed to the left of the Connect screen (see figure 4). Clicking *see all* beneath it will show the full list. Chats started by friends are listed to the right of the screen if they are open (see figure 4). Clicking on *current open chats* allows members to view and search through all open chats in ThirdPlace.

Play

Play includes games and applications for the user to engage in with other members or solo. Instead of hampering the status update flow, users have their own haven for social gaming that is separate from other community activities. ThirdPlace supports popular applications such as FarmVille, Mafia Wars, and Scrabble. The Play screen remains blank until the user adds games or applications through the link provided.

Meet a Member

ThirdPlace is a fantastic way to experience social media, but the claims mean nothing unless there are actual members enjoying the convenience and connection it provides. Below is a sample of ThirdPlace members. Here you will learn about them and their motivations for using ThirdPlace.

College Student Rainy, age 20, attends South Dakota State. She enjoys the new friends that she has made in college, but nothing compares to the friends and family back home. ThirdPlace is the perfect way for her to communicate with everyone. Rainy was previously a member of Facebook, but was frustrated by her inability to chat with multiple friends at one time. Nearly every evening after homework, Rainy opens a new chat in ThirdPlace Connect. Her topics range from healthcare and politics to the newest episode of The Bachelor. Recently, she and her friends from home organized online chat parties so that everyone could enjoy the Olympics together.



Middle-Schooler Cory, age 13, attends Greenacres Junior High in Pennsylvania. He is a typical pre-pubescent student who likes to have fun, but he also realizes the importance of doing well in his studies at school. His parents keep a watch on Cory's activities but give him plenty of rope. Cory and his school friends all have ThirdPlace, as it is the most popular social networking site at his school. The Connect page allows his friends to have an open conversation online, tackling serious issues such as the newest clothing styles, which teachers are boring and other lunchroom gossip. Along with using ThirdPlace to check in with friends, Cory also takes advantage of the Connect page to work on school projects. For example, for his project on the history of Washington State, Cory met online with his group and sent ideas and information back and forth. Cory's parents never liked that he had a MySpace, but they are *friends* with him on ThirdPlace.

Grandma Dorothy, age 68, lives in Camas, Washington. Dorothy and her husband are retired. She spends time gardening, reading, and keeping in touch with family. ThirdPlace is an important tool for tracking down her children and grandchildren who are scattered throughout the world. Dorothy always felt too old for MySpace, and found that Facebook did not offer chat capabilities. Dorothy uses Connect to schedule weekly conversations with each of her children and grandchildren. Dorothy likes the fact that if she is on a scheduled chat with her daughter Melissa, any of her other children and any of her grandchildren may join in the discussion simply by asking. Even though she is not very technologically inclined, she has no problem hosting chats. Dorothy also uses her Community page to keep in touch with people she grew up with and went to school with in Montana.

Bachelor John, age 33, lives and works in Austin, Texas. He works at an engineering firm and spends most of his time with work-related business. His social life consists of going out to clubs or bars at night with his friends. Although he has many friends and acquaintances, he is reluctant to be open with them and prefers to listen than talk. John and most of his friends and work contacts use ThirdPlace. John infrequently updates his page or status. Instead he chooses to use ThirdPlace as way of observing what his friends are doing or talking about. He often sits in on chats in the Connect page to read the various conversations that are happening, although



he rarely takes part. John is not that interested in social media, but since his friends closed their Facebook and MySpace accounts for ThirdPlace, he decided to sign up.

Book Club Heather, age 32, lives in Carlsbad, California. Heather works in advertising/marketing for the Carlsbad Chamber of Commerce. Heather grew up in nearby Oceanside, California. Through ThirdPlace, she maintains ties with her close friends still living there, as well as a tight-knit group of friends and neighbors in Carlsbad. Heather heard about the chat option on ThirdPlace and decided to organize her book club there. She periodically updates other members during the week and hosts interactive web chats with Connect. Without the restriction of coordinating schedules or traveling long distances, her membership is high and the book club has been very successful.

Business Owner Joakim, age 43, located in Stockholm, Sweden. He is in charge of operations at his custom manufacturing company that specializes in computer equipment for stock companies around the world. His business caters to high-end professionals and is therefore very exclusive. ThirdPlace allows Joakim to have real-time online conferences with his clients and stockholders across the globe. This saves him the hassle and expense of flying and having meetings with his people. Joakim also uses ThirdPlace to keep in touch with his son who is studying abroad in Italy, as well as contacting his wife when he does have to go on business trips.

Exchange Student Kara, age 17, is enrolled at Benson High School in Portland, Oregon. Kara's parents share custody of her and her brother Jackson. Kara is very active in her high school band (she plays clarinet), as well as in student government and the school newspaper. Kara is spending the second half of her junior year as an exchange student in Buenos Aires, Argentina. Kara uses ThirdPlace Community to connect with all of her family, as well as all of her friends at home. Kara sends brief updates to her Community several times per day. Kara also uses ThirdPlace Connect to keep in touch with her school newspaper advisor at Benson High School. Kara's advisor will invite her to chats during class time so that she is still able to write and submit articles for the school newspaper. Without ThirdPlace Connect, Kara would not be able to continue writing for the paper via social media.



Teacher Brenda, age 38, Matanuska Community College in Alaska. She teaches one online Women's Studies course and one on campus History course. She created a ThirdPlace profile for both classes. The on campus students benefit by having access to information about the course at all times. Brenda also uses ThirdPlace as an alternative to the online course space provided by the college. Students seem to have an easier time navigating ThirdPlace. Brenda likes that she can work with students on a personal level utilizing technology, but that she still has control over the content posted and the discussions that happen through Connect. Brenda likes that ThirdPlace helps her keep organized with a calendar and event notifications for her classes.

How We Made This Happen

The Business Model

So far, we have covered how ThirdPlace is the most up-to-date and exciting social media available. The goal is usability; therefore, we took the familiar functions of contemporary networking sites and expanded them to include additional components that would best suit our members. The set-up of ThirdPlace is similar to other broad based social media platforms such as Facebook and Friendfeed, but it addresses communication and privacy concerns where the others fall short (Friendfeed.com). Unlike the other sites mentioned, ThirdPlace offers targeted real-time group chat capabilities. Not only is chat with multiple users unavailable on Facebook, but excessive commenting between two users can result in reprimand (Facebook.com). While Facebook will lock your account for prolonged commenting back and forth with a friend, ThirdPlace encourages real-time chat with your friends and family with the use of the Connect page.

In addition, unlike popular sites such as Facebook or MySpace, ThirdPlace does not sell personal information about its members to search engines. Today's popular social media sites have gathered members while advertising that certain privacy rights would always apply. Unfortunately, the last year has seen a significant drop in privacy protections provided by



Facebook or MySpace. ThirdPlace is committed to maintaining the privacy of its members with a pledge from the start of membership. The privacy agreement is easy to read and does not overwhelm members with complicated options that control who can access your information. There is the site default, *friends only*, or there is *customize*. ThirdPlace never alters account settings.

A member's identity is not just about privacy. It is also about protecting the creative content being shared within a social media community. All creative content shared in ThirdPlace is the property of the creator or poster and it is that member's responsibility to maintain copyright protections outside of ThirdPlace. ThirdPlace relinquishes any proprietary rights to pictures, music, or writing of its members. Any copyright infringement that occurs within the ThirdPlace community can be reported to our staff and will be investigated.

In some ways, ThirdPlace stays the course of most social media sites available. Accessibility through different platforms is one similarity. ThirdPlace was designed from the start to be adaptable to a variety of platforms, whether mobile, tablet, or desktop. The driving force behind ThirdPlace is to allow users to connect with their social network anywhere they go, with easy access and user-friendly interface. This is essential in the aim to make ThirdPlace an integral part of our members lives. Part of making easier access possible everywhere is ThirdPlace's partnership with major cellular and internet companies to provide members with ThirdPlace Mobile so they can connect on the go. We have developed ThirdPlace apps for most major Smartphones as well as a text message service for cell phones. As tablet technology develops, ThirdPlace techs are fully equipped for the new generation of applications with ThirdPlace tablet apps. Along with mobile access, ThirdPlace is still just a click away on a member's home desktop or laptop computer.

Technology is rapidly changing and increasing the level of convenience for the users. ThirdPlace is prepared to stay on the cutting edge, but the truth is that *all* social media and computer-mediated activities take time out of an individual's day. Part of ThirdPlace's commitment to its members is that privacy and community are paramount. Online activities are secure and safe to connect to everyday endeavors. Because social media tends to remove individuals from real-life interaction, ThirdPlace focuses specifically on the interactive Connect,



or multi-person chat. The difference from other social media is that members of ThirdPlace can engage in communication, versus browsing without connecting. All features of ThirdPlace encourage using the site as an extension of an individual's real-life social circle, rather than replacing it.

Another obvious concern regarding the use of social media platforms is obsolescence. Besides remaining on the cutting edge of technology, ThirdPlace has also established an open communication policy between members and the company. We believe that the best remedy for "going out of style" is maintaining a dialogue about how ThirdPlace can better provide for its online community. Any major changes that occur with features, style, or policy will be discussed with members first. By growing and changing together, ThirdPlace can continue to provide a service that will remain dynamic and relevant to its members.

ThirdPlace does not sell member information; we support our site through other means. ThirdPlace's largest revenue source is through sidebar advertising. These sidebar ads run on the Community and Play pages, and select ads can be found on the Bio pages. While we do not target ads at specific users, such as "are you a 42-year-old woman?" as can be found on Facebook, ThirdPlace does target certain demographics such as male- or female-targeted ads and geographic locations (Facebook.com). ThirdPlace encourages smaller businesses to advertise through the site and displays those ads to members who list a zip code within fifty miles of the business. Connecting ThirdPlace members back to their own non-virtual community is part of our commitment to providing a well-rounded experience for our members.

ThirdPlace also generates revenue through "credits" with their partner gaming programs. Game developers such as Zynga, whose games are supported on ThirdPlace's Play page, sells game "dollars" to its users to be spent on premium items within their games. ThirdPlace receives a percentage of all credits sold through our site.

Marketing Plan

ThirdPlace recognizes the growing unrest with sites such as Facebook and MySpace, and the limitations of sites like Friendfeed. ThirdPlace offers a fresh opportunity to experience



social media by correcting and improving upon what is already available. Current social media that we are not in direct competition with has been the bulk of the advertising for ThirdPlace. We are partnered with Twitter through both advertising and the actual members of ThirdPlace. @ThirdPlace tweets about the new site, any media coverage related to the site, and responds to other Twitter users that post regarding the site (see figure 5).

The screenshot shows the Twitter profile for 'ThirdPlace'. The profile information includes: Name: ThirdPlace, Location: The World, Web: http://www.Third..., Bio: Your New Third Place. The account has 122 following, 4,152,654 followers, and 177 listed. The main content is a tweet from @Michaeltexpdx: 'You got it @Michaeltexpdx ThirdPlace is the new biggest thing', posted about 1 hour ago via ThirdPlace. Below this are several retweeted links: 'Check out this article about Thirdplace in the New York Times http://bit.ly/ao1vJF' (posted about 6 hours ago), 'Get the iPad/iPhone ThirdPlace app now' (posted about 9 hours ago), 'Be sure to check out this article by famous relationship expert Dr. Michael Rabby about romance in the digital age http://bit.ly/bhryyk' (posted about 20 hours ago), 'ThirdPlace unveils new features: http://bit.ly/tRggj' (posted 12:13 PM Apr 17th), and 'Your New Home Away From Home: www.thirdplace.com' (posted 11:36 AM Apr 17th). The right sidebar shows 1,908 tweets, a list of users being followed, and an RSS feed link for tweets.

Figure 5: Twitter Page

Messages such as these are sent out not only from the official ThirdPlace Twitter account, but also from the personal twitter accounts of all ThirdPlace staff, thereby ensuring wider audience. ThirdPlace also participates in Promoted Tweet through Twitter (Twitter.com). Tweets from the main account go out a maximum of three times a day. The goal is to get people interested in



what ThirdPlace has to offer. The main page of the website details the exciting advantages of signing up with us.

Because Google is the most popular search engine, ThirdPlace made visibility through them a priority. The ThirdPlace website is “[http\\www.thirdplace.com](http://www.thirdplace.com),” and is ranked before other sites such as “thirdplacebooks.com” and “thirdplacecoffee.com,” and search results such as “ThirdPlace – Wikipedia” (Google.com). The ThirdPlace Wiki page is maintained by staff and is an excellent source of information about the site. ThirdPlace has a sponsored link, as well as utilizing Google AdWords to ensure the visual identity of ThirdPlace to as many Google users as possible (Google.com).

ThirdPlace also collaborates with MyPoints.com to get the word out. MyPoints is an online program that rewards its users who utilize “clickthroughs” in targeted emails. All MyPoints subscribers receive advertising emails several times per day, each email promoting a different MyPoints partner (MyPoints.com). Subscribers earn MyPoints points for clicking through to gain more information about each advertising partner, and most MyPoints clickthroughs provide even more points to the subscriber if they buy from or subscribe to the service within the email. MyPoints subscribers can then “cash in” their points for gift cards or prizes from other advertising partners, such as a \$25 gift card to Target (redeemable online or in store).

MyPoints in particular has been a fantastic opportunity to reward members of ThirdPlace with tangible items. ThirdPlace’s approach to advertising will continue to offer convenience and rewards to those who choose to become members of the community. All of these advertising efforts have made ThirdPlace visible, but word of mouth and interest from others is the most influential force behind the popularity of this new social media experience.

The ThirdPlace members discussed earlier were each impacted by ThirdPlace marketing. Members like College Student Rainy got their start in ThirdPlace through the MyPoints program. Because college students are already using the program to earn points and afford mid-semester indulgences, they trust that ThirdPlace is a worthwhile social media program to try when it is recommended through MyPoints. Our hope is that once an individual signs up for



ThirdPlace and receives the credit through Mypoints, they continue to use and enjoy our service.

Members like Middle-Schooler Cory were introduced to ThirdPlace through school. Teachers quickly picked up the social media's positive reviews on internet blogs and retweets through Twitter. The privacy options and Connect chat feature makes ThirdPlace the perfect platform for school activities and teachers began recommending the site to students and parents. It is important that adolescents be encouraged to follow certain safety measures when surfing the internet or participating in social media. ThirdPlace takes the safety and appropriateness of its online community seriously and includes these sentiments in tweets and other online advertisements.

Members like Grandma Dorothy became acquainted with ThirdPlace through other family members. Grandma Dorothy became a ThirdPlace member when her son, daughter, and their children all became members and encouraged her to join. Grandma Dorothy then got a brief education on Connect from her granddaughter and realized what a great tool this would be for keeping the family in touch with one another. Essentially, the advertising that reaches the families of individuals such as Grandma Dorothy directly affects their subsequent participation in the site.

Privacy was a major prerequisite for Bachelor John. Members like him may not be hugely active in social media, but they still participate. The privacy policies of ThirdPlace and the positive reviews available on the internet help to reassure people like him that ThirdPlace does not compromise the personal information of its members the way that Facebook and MySpace do. Members like Bachelor John have Twitter accounts where they can access this kind of information about ThirdPlace. The attractiveness of better privacy is one of the reasons that Book Club Heather chose to set up her group on ThirdPlace as well. She is another example of a member who first came across ThirdPlace on Twitter. Once the link to the ThirdPlace website is followed, the main page lists the refreshing benefits of this new social media experience. ThirdPlace is hitting the scene just when people have become frustrated with current social media options and are interested in trying something new.



What attracted Business Owner Joakim to ThirdPlace was the usefulness of the Connect page. Joakim was introduced to ThirdPlace through his work contacts as well as reading a review posted to Twitter about ThirdPlace's business applications. Because so many of his coworkers and employees already had ThirdPlace accounts, it was easy to transition to Connect for interstate and international business meetings. Members like Business Owner Joakim who utilize ThirdPlace for business endeavors have helped to expand the popularity of the site internationally.

Exchange Student Kara started to see ThirdPlace gain visibility in Argentina, but it was several months after her friends from the US had convinced her sign up for ThirdPlace. For members like Exchange Student Kara, it makes sense to join the social networking site that the majority of their friends are using. Kara even contributed a section about how she was able to use ThirdPlace as an exchange student and its growing popularity abroad for the ThirdPlace wiki page. Members like her also appreciate the ability to communicate with ThirdPlace staff on Twitter. @ThirdPlace responds to questions and even welcomes feedback about the best advertising practices.

Teacher Brenda heard about ThirdPlace through her students at the college, once again exemplifying how powerful word of mouth can be. Brenda did a Google search to find the most current reviews of ThirdPlace and even a tutorial on how to conduct a successful Connect session. This type of advertisement helped her determine that ThirdPlace's communication options trumped other sites such as Blackboard. Members like Teacher Brenda have extensive networks involving students and other educators. Through these groups of people, the effectiveness of ThirdPlace as a teaching tool is explored and tips or suggestions are disseminated through Twitter or blog posts.

In Conclusion

ThirdPlace may indeed be the new big thing, but it is not just a temporary success. We are committed to our privacy policy, our ability to adapt to changing technology, and our



willingness to communicate with the members of ThirdPlace in order to provide the most accessible and relevant social media experience possible. Become a member today!

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