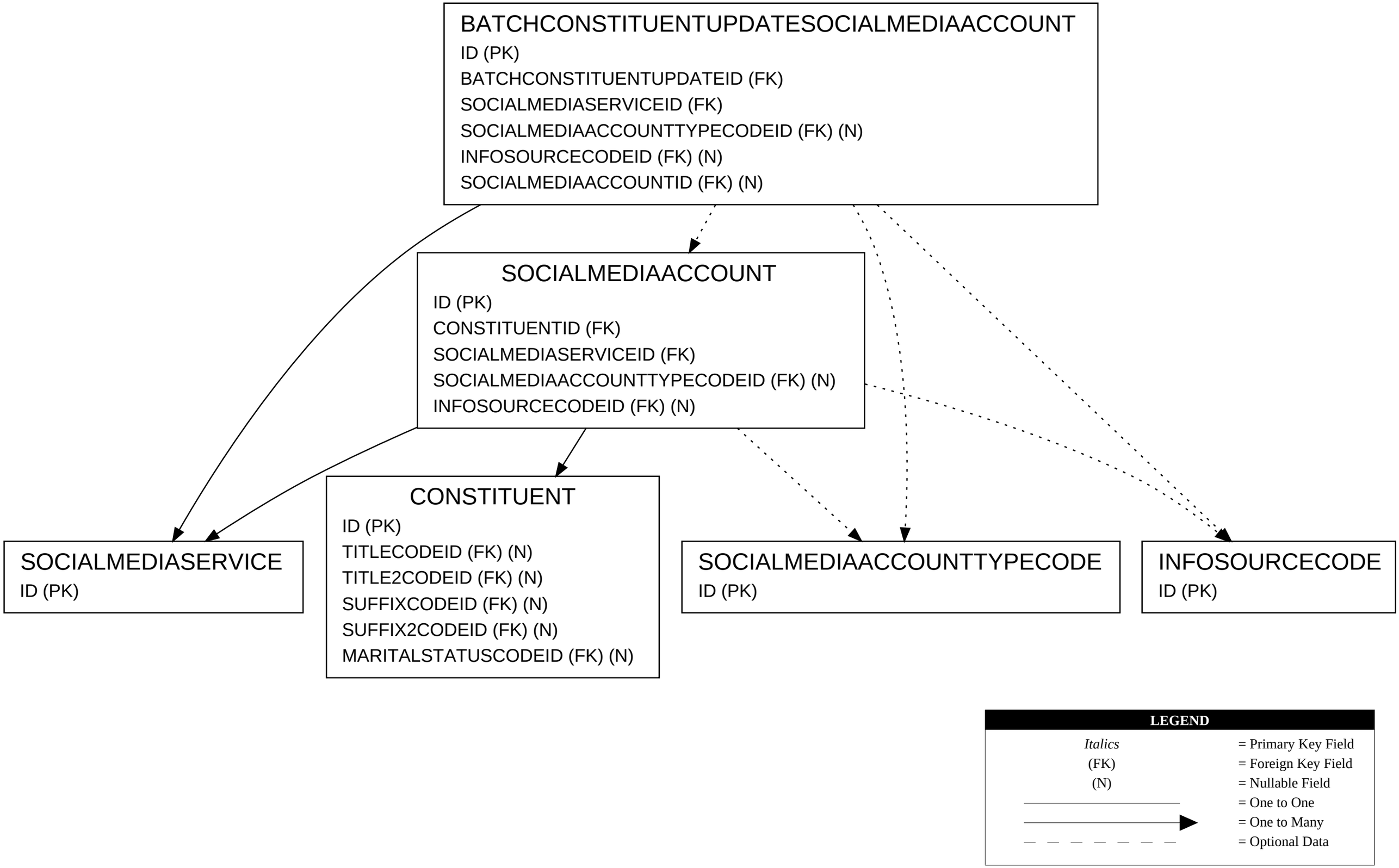SOCIALMEDIAACCOUNT