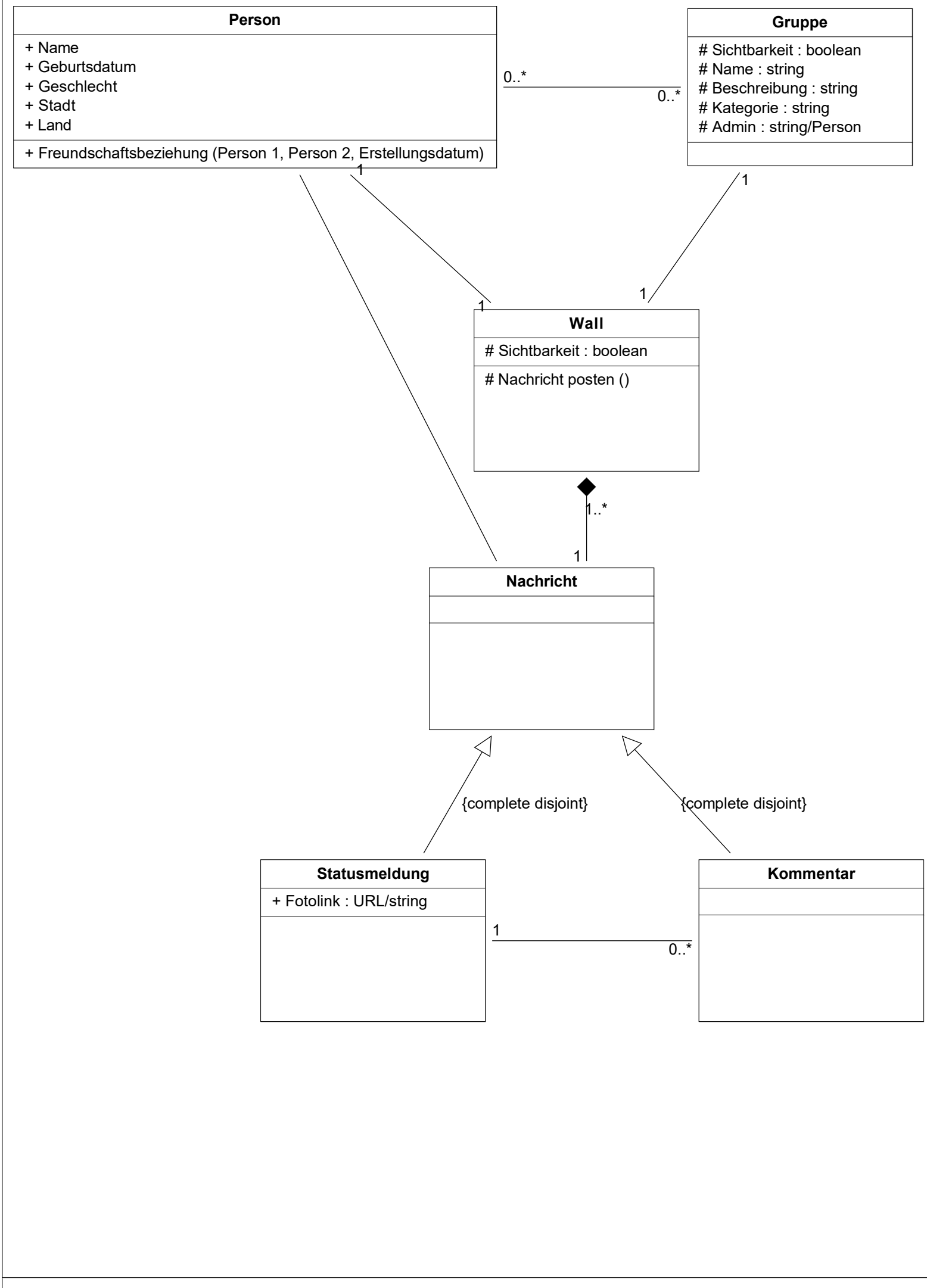Social Networking Platform