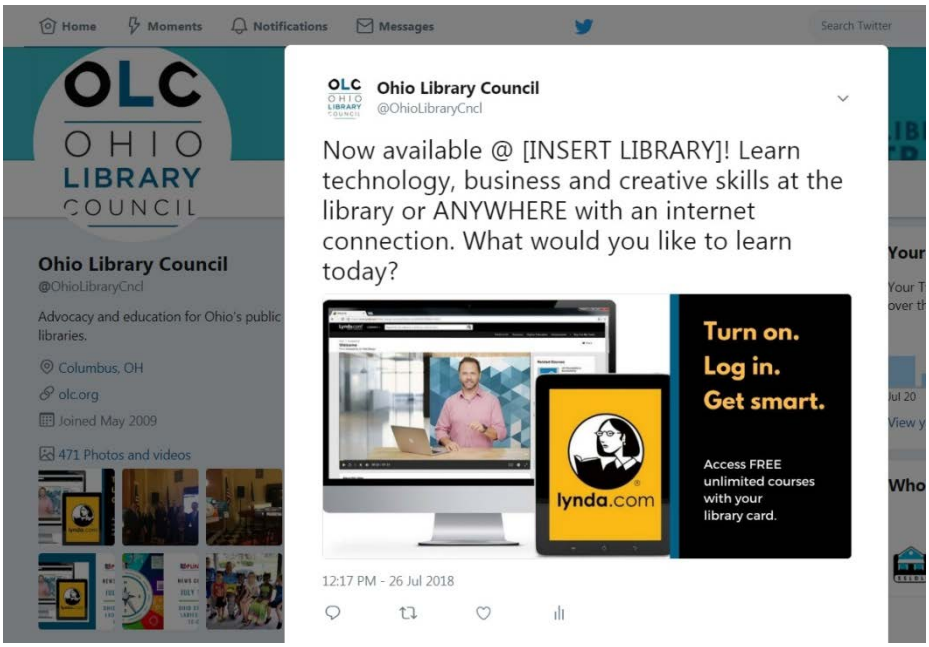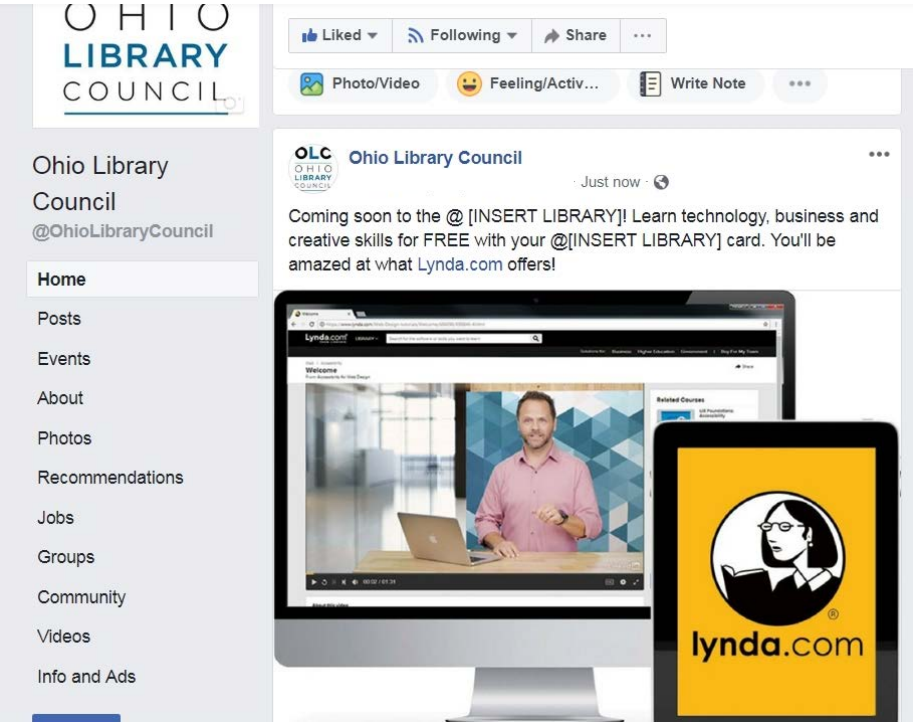SAMPLE SOCIAL MEDIA POSTS