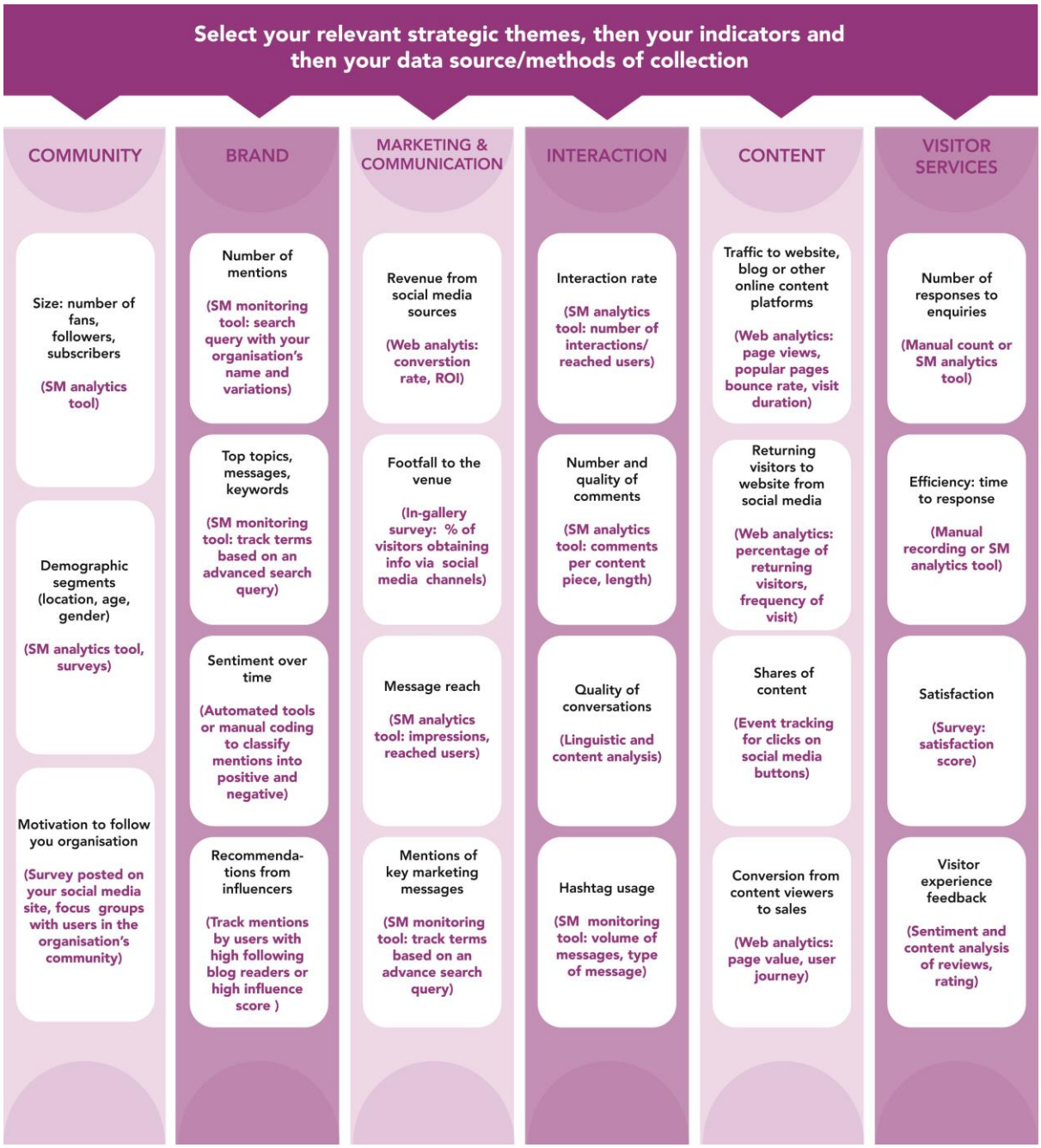The Culture24 Social Media Framework