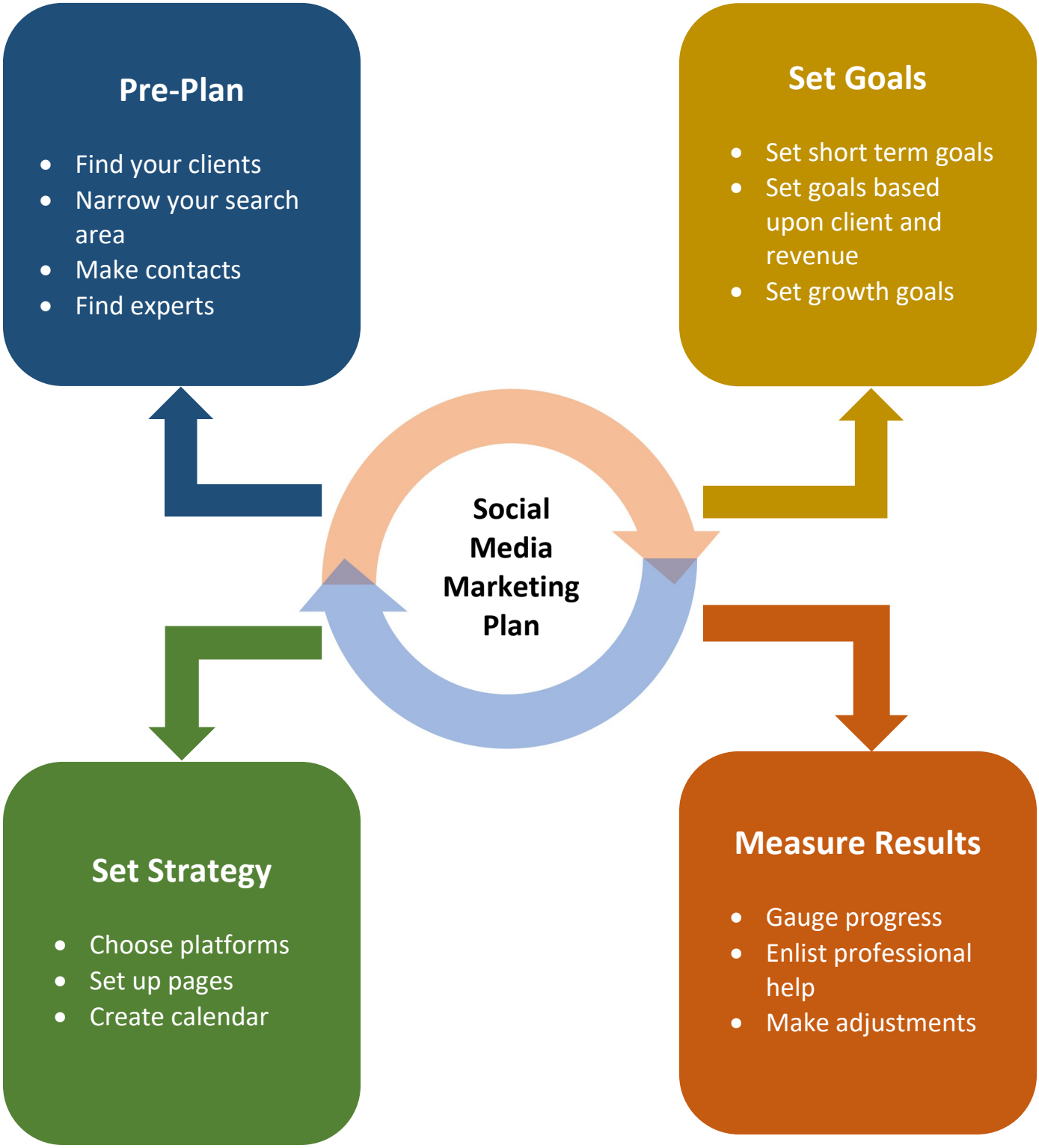Table 1.22 *Social Media Overview*