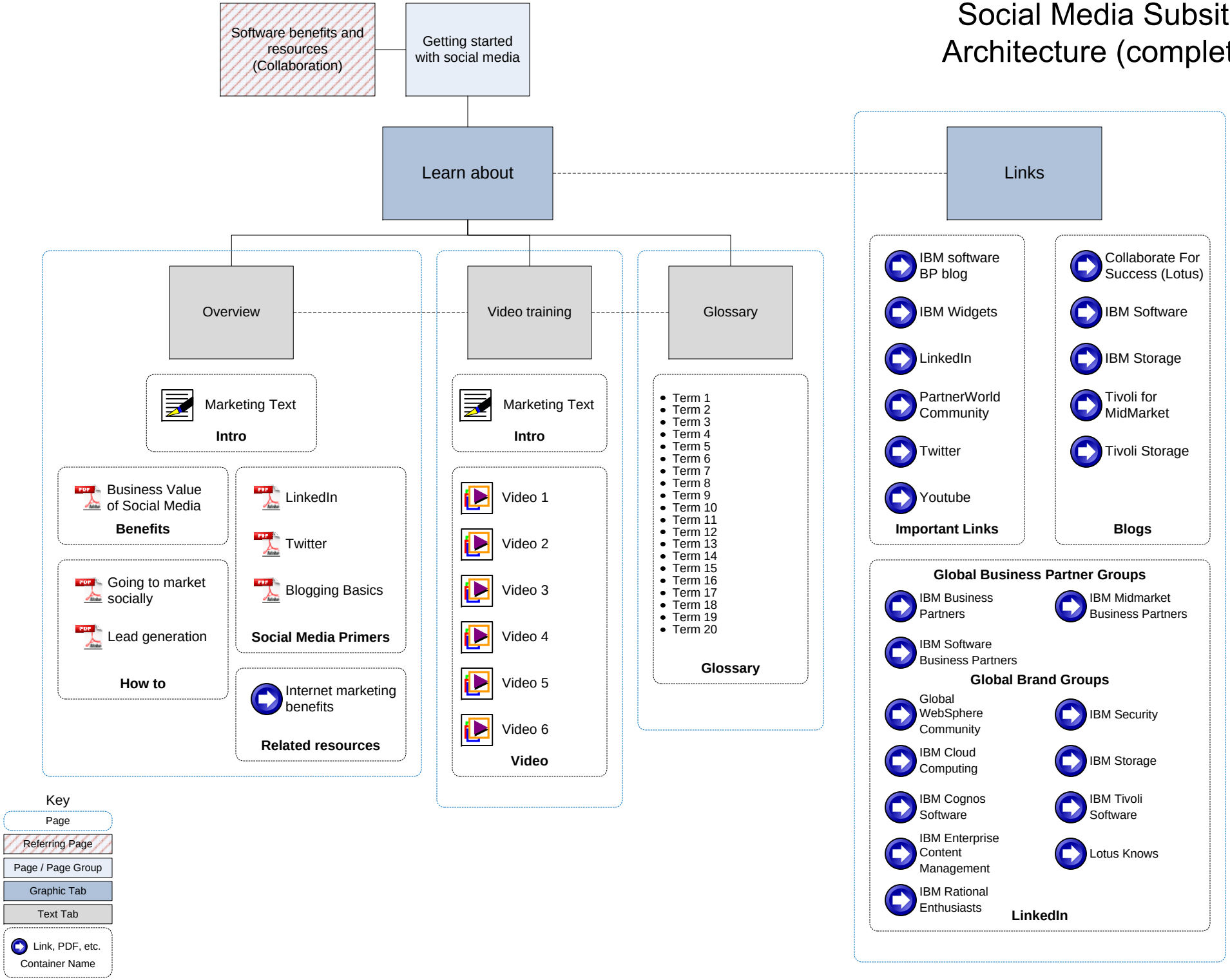Social Media Subsite Architecture (complete)