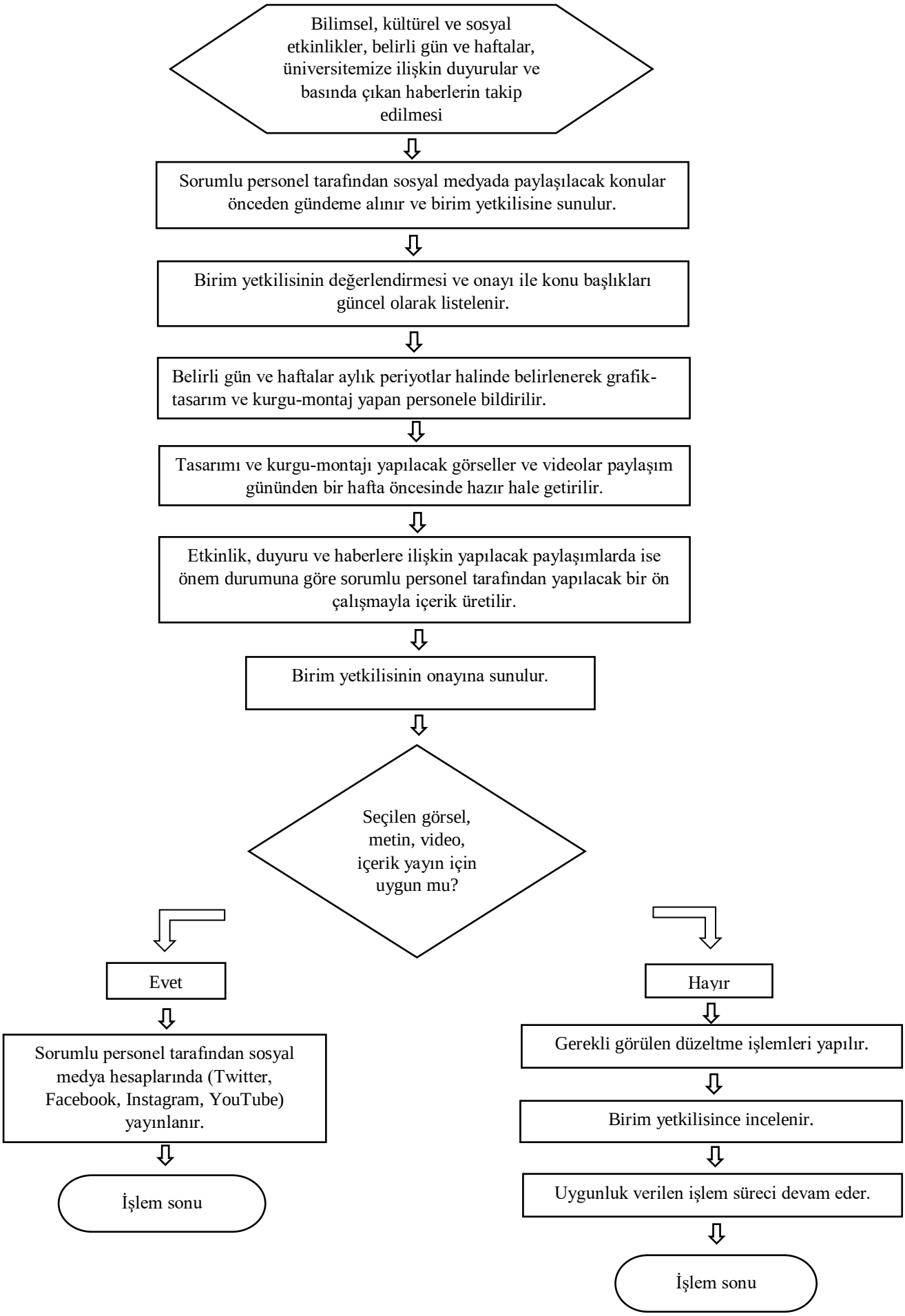SOSYAL MEDYA İŞ AKIŞI