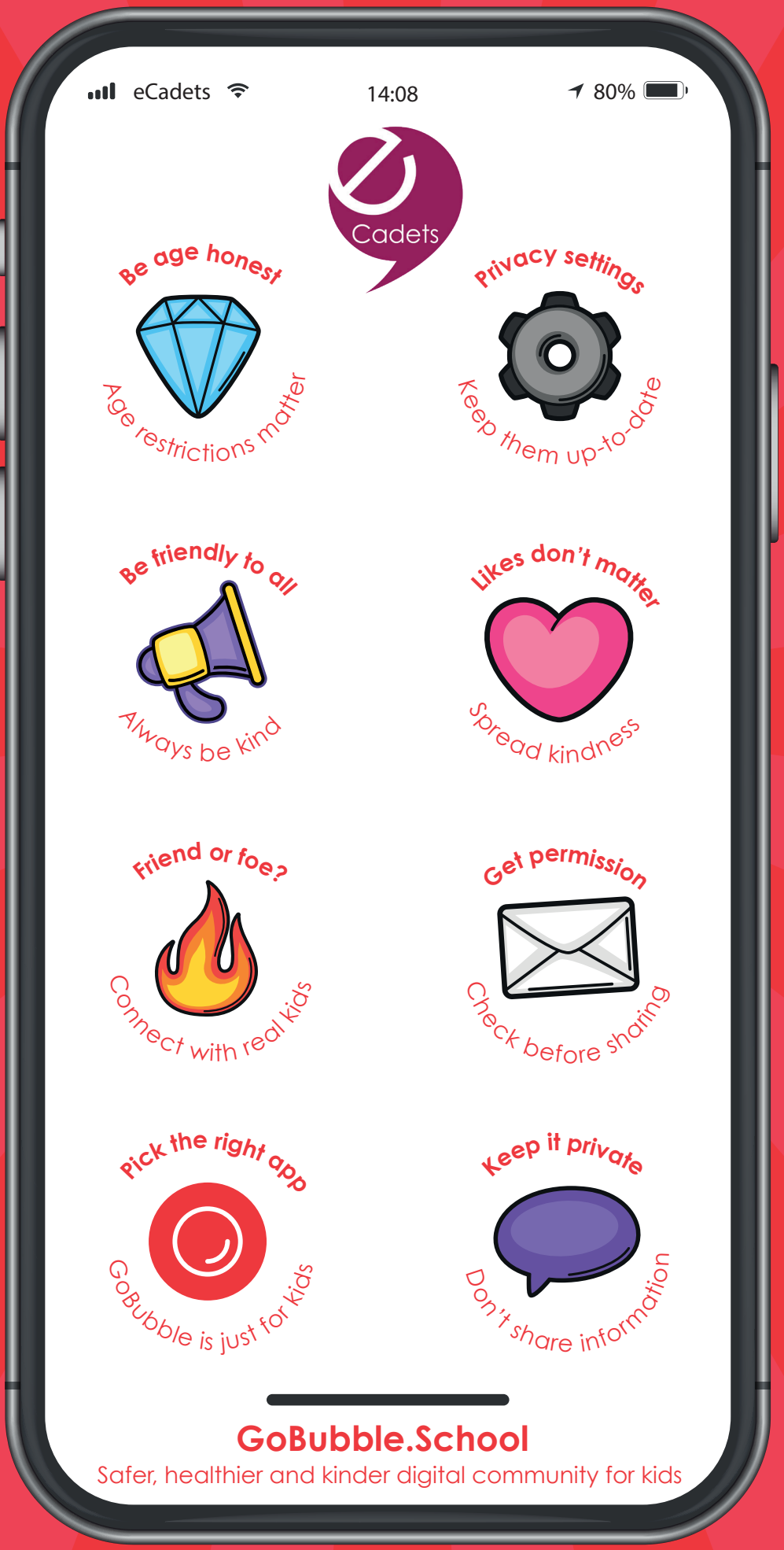Top tips for safer social media