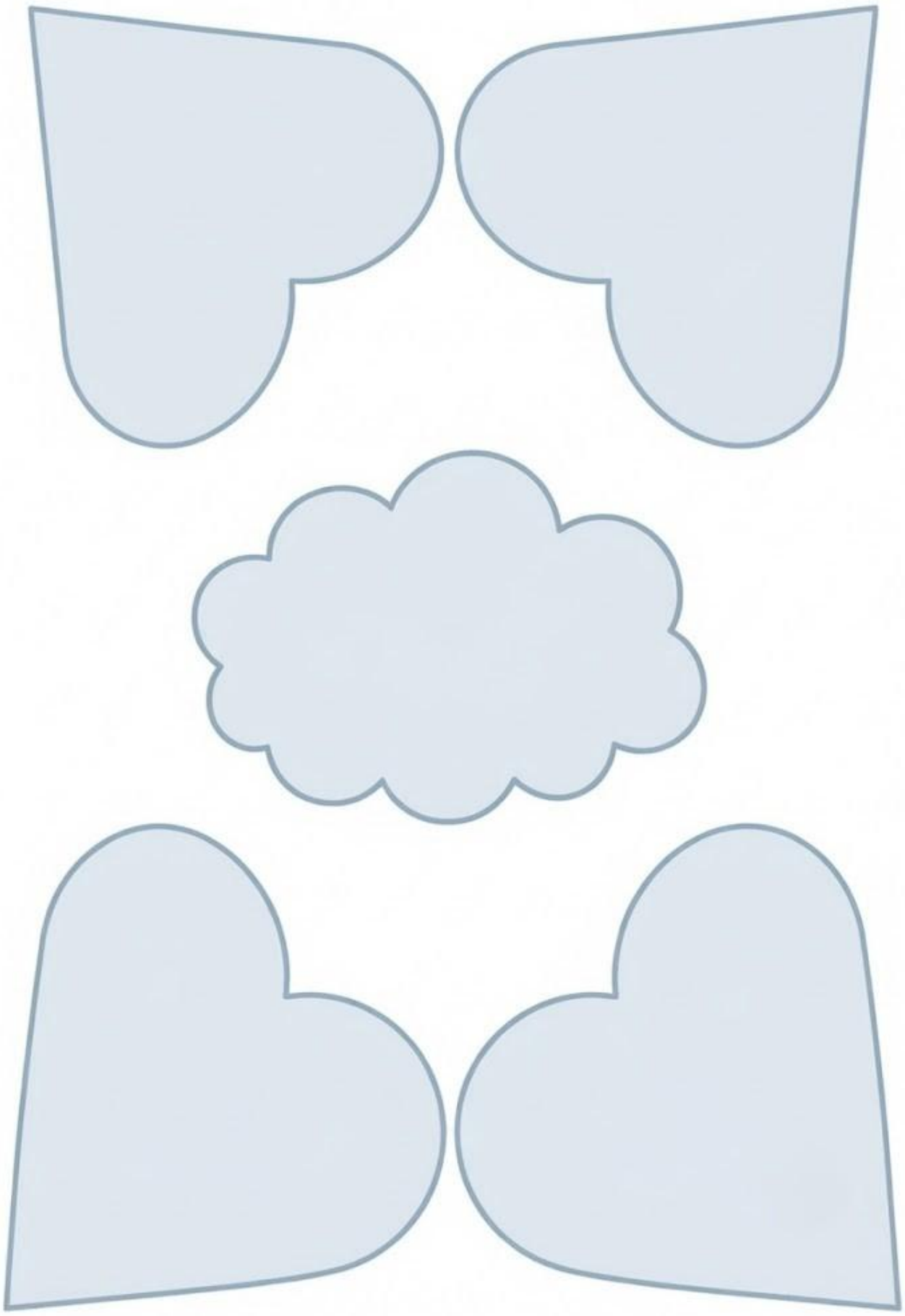Sociale media en uiterlijk A-4 formaat