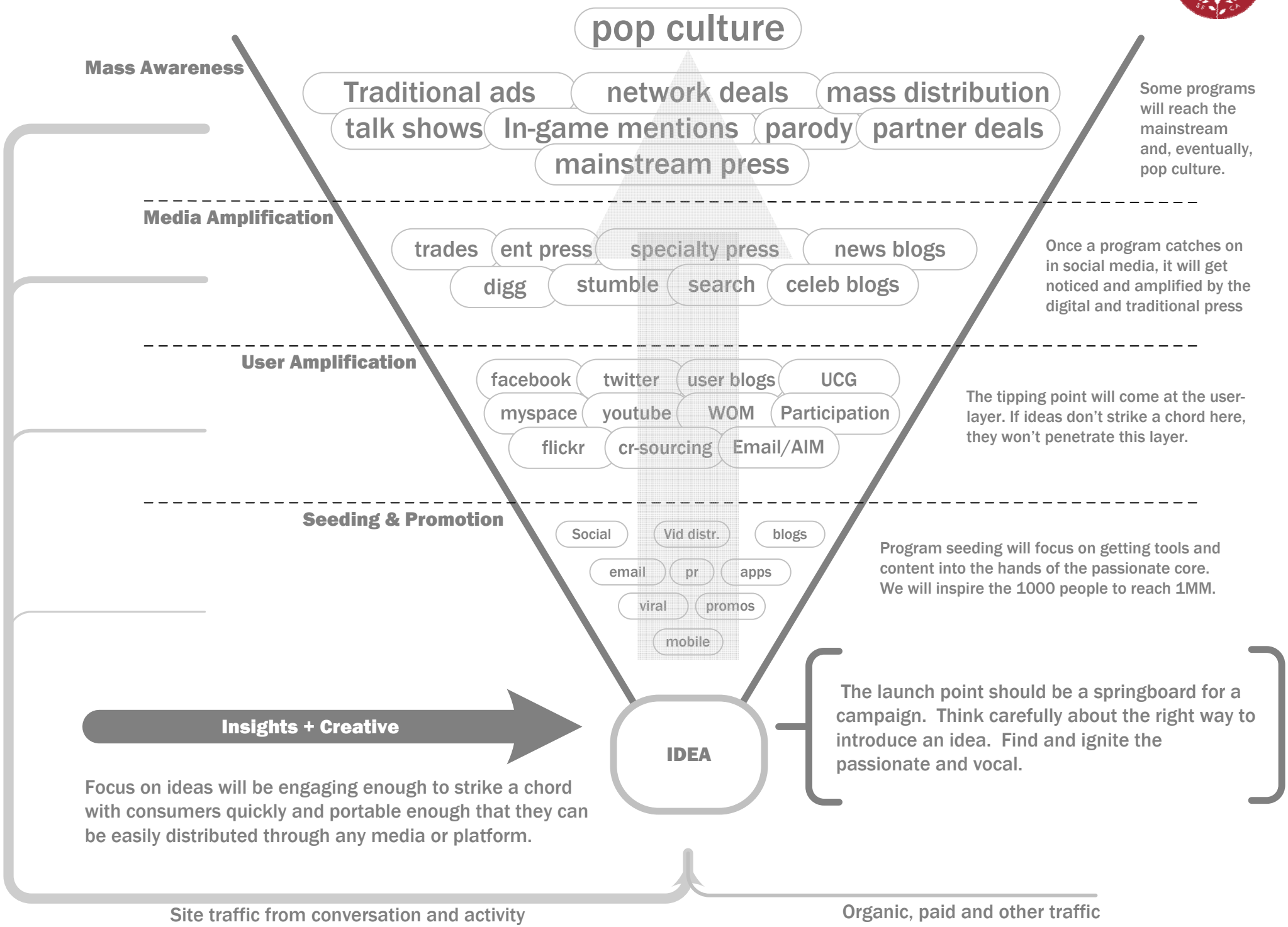Content Amplification through Earned Media