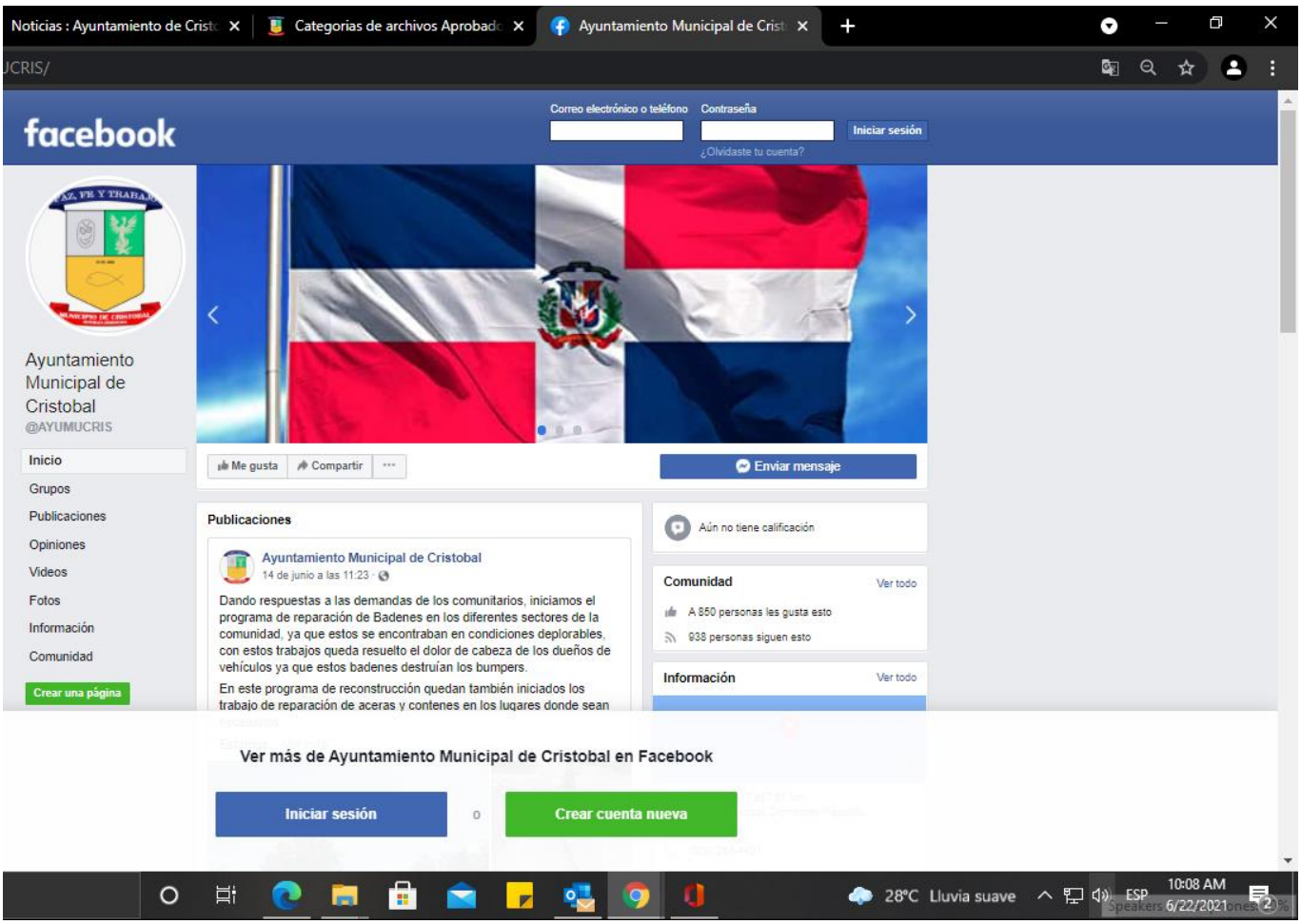DIFUSION EN REDES SOCIALES