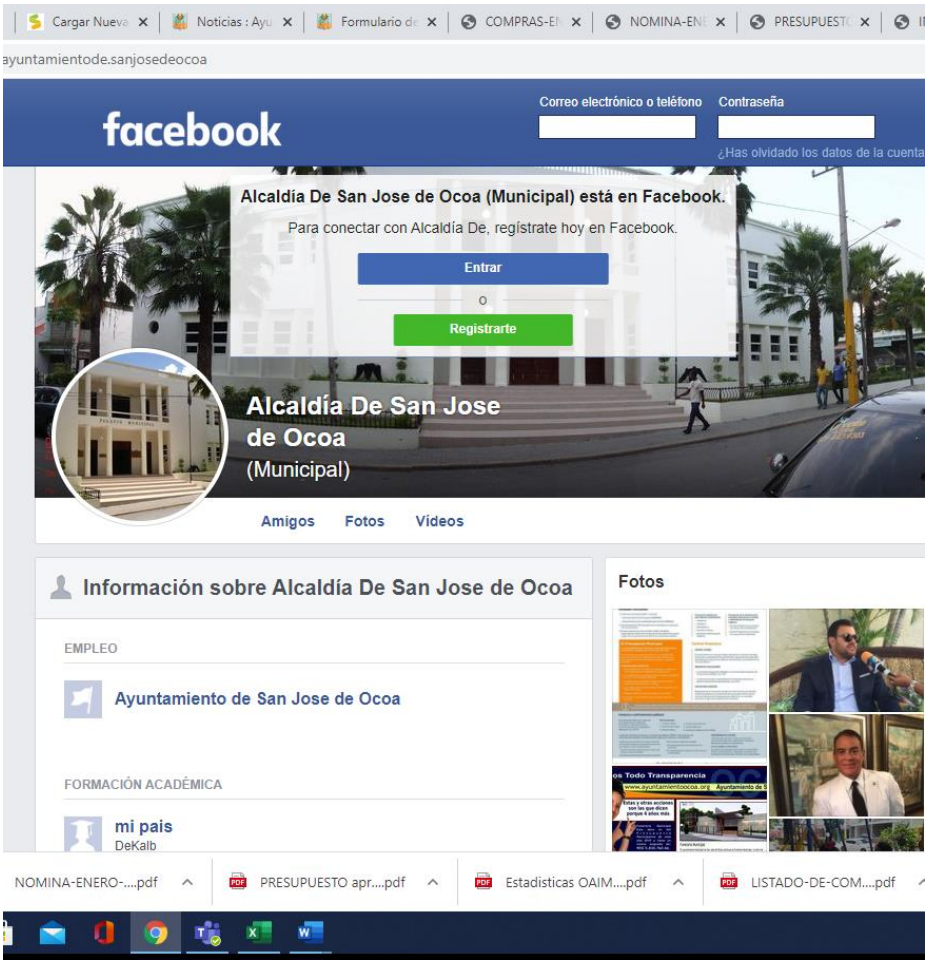Difusión en redes sociales 2021