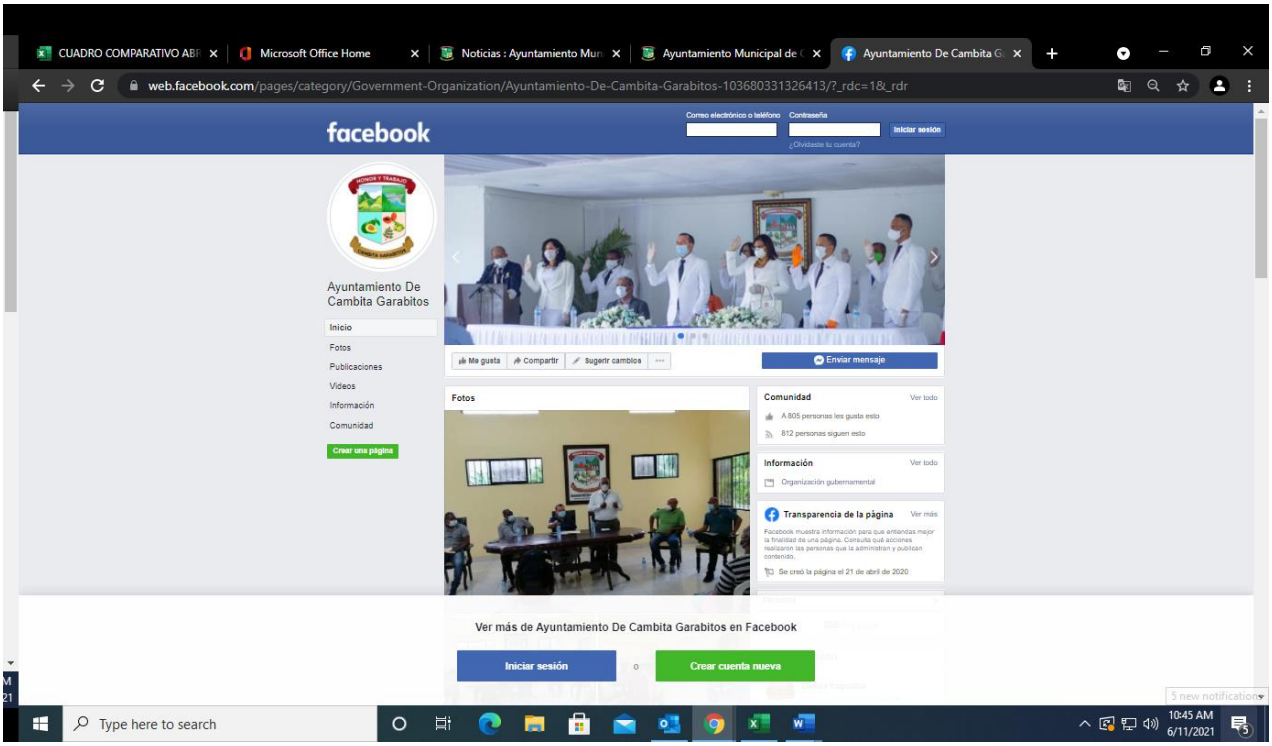DIFUCION DE REDES SOCIALES