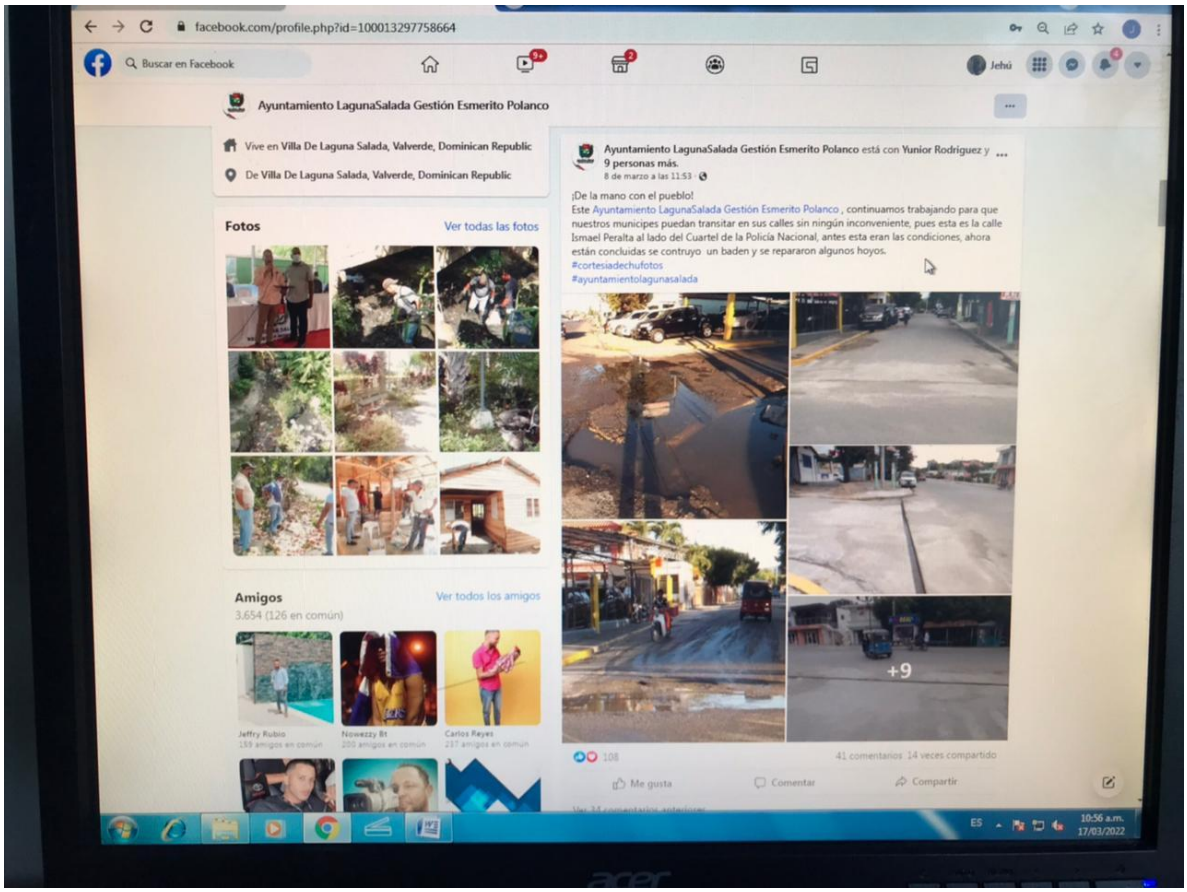Difusión Redes Sociales