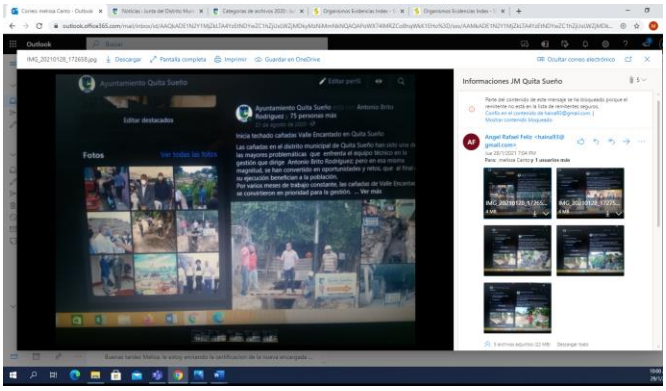Difusión en redes sociales