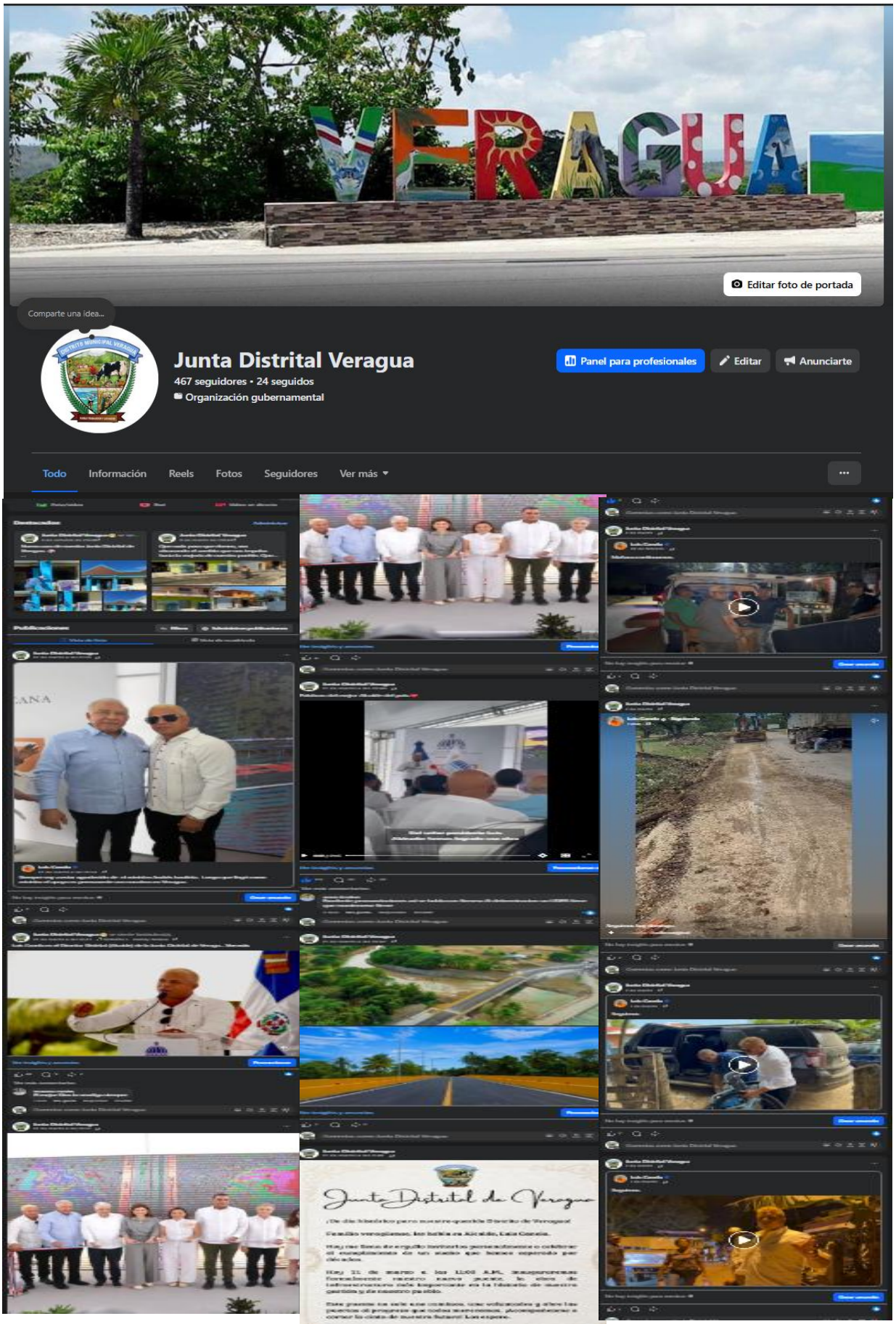Redes sociales marzo 2025