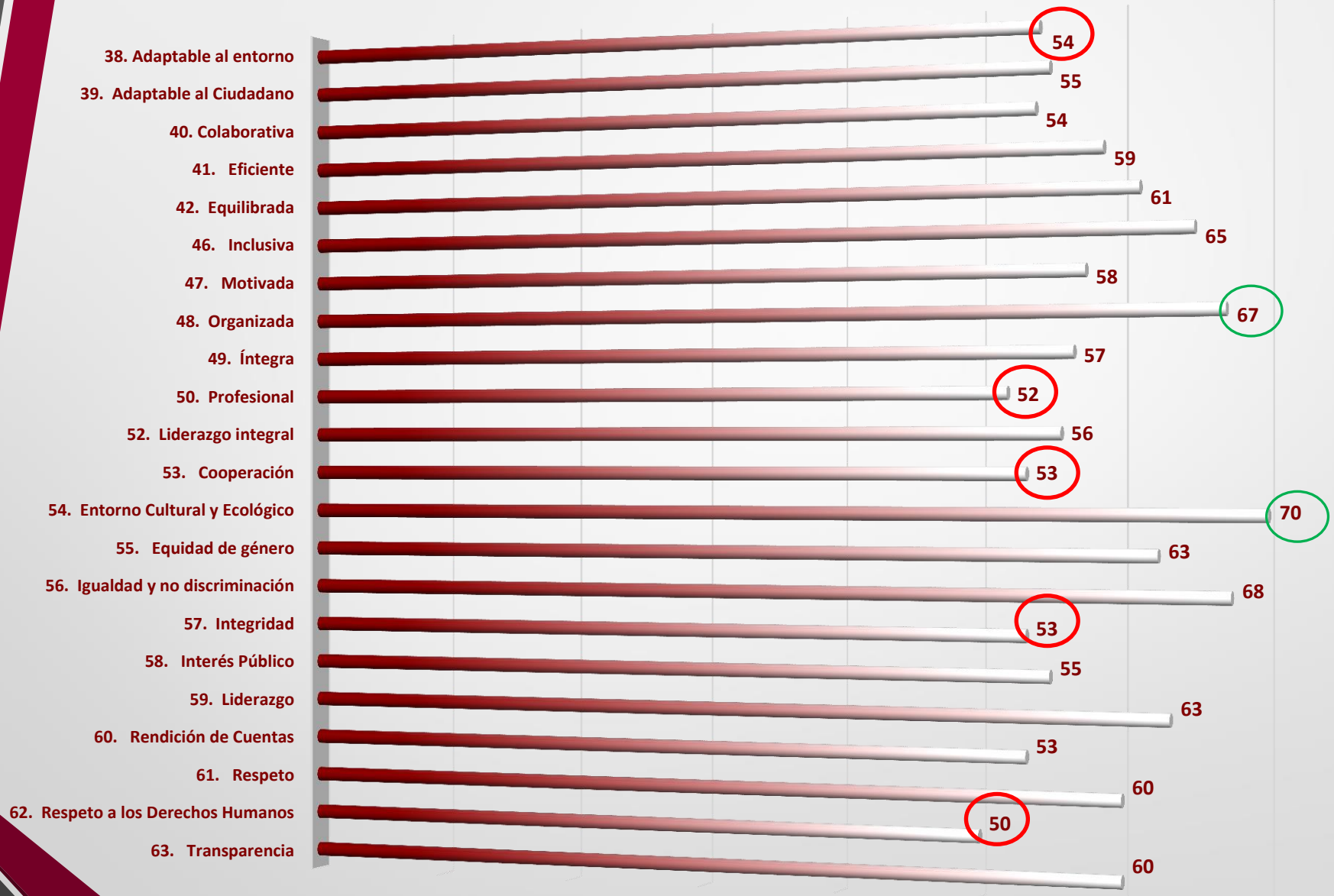COORDINACIÓN DE COMUNICACIÓN SOCIAL