

Anexo 4. Redes Sociales

Ejemplo de anuncio de redes sociales, imagen mostrada en las sesiones de Focus Group

The image shows a screenshot of a Facebook profile page. The page is in Spanish and displays several posts and advertisements. The central focus is a sponsored advertisement for Casa Dragones Tequila, which is circled in red. The ad features a bottle of tequila and the text: "Like us to discover what tequila lovers are saying about the distinct taste of Casa Dragones." Below the ad, there are more sponsored posts for "Zapatos de lujo -70%", "Rattlo and Huro Sports", and "Hot Sole Pumps". The main content of the page includes posts from users like Talía Buelhida, Mónica Castellada, Carlos Goicochea, and Samuel Resendiz Peñaikoa. The Facebook interface includes a search bar, navigation tabs (Home, Add Friend), and a sidebar with various app and page recommendations.