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Havilio

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(54) **ADDING PAID LINKS TO MEDIA CAPTIONS IN A SOCIAL NETWORKING SYSTEM**

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G06Q 50/00	(2012.01)
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(58) **Field of Classification Search**
None
See application file for complete search history.

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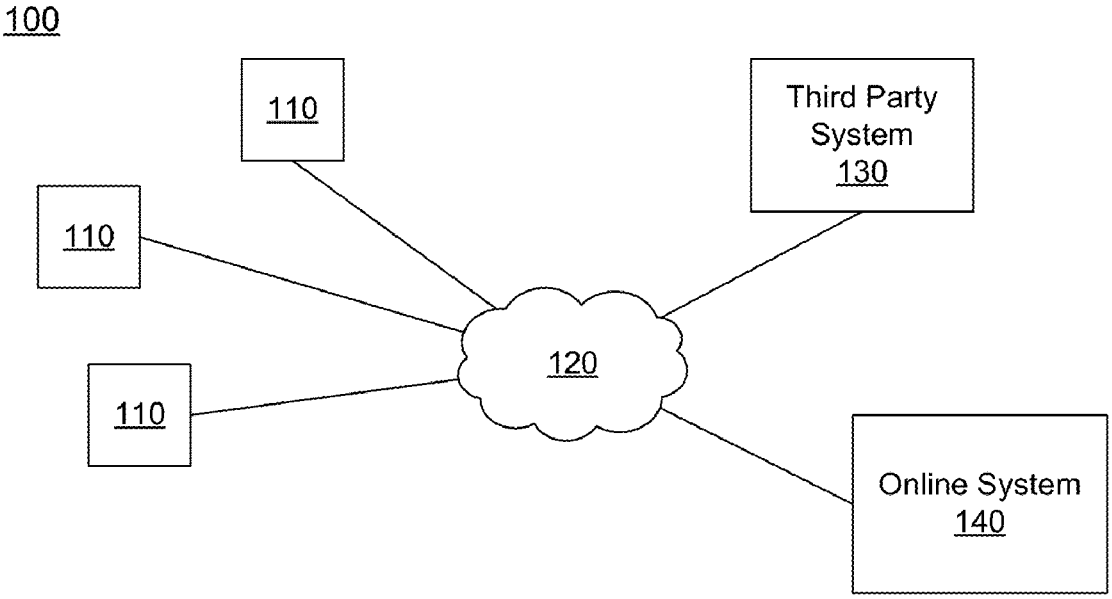
(57) **ABSTRACT**

An online system enables users to post media content items, comprising images or videos, for display to other users of the system. The online system receives media content from a posting user that is associated with a caption including text content. If the online system detects the text content of the caption includes a string of link text identifying an address, the online system prompts the posting user to pay a fee in exchange for generating a link based on the link text. Responsive to receiving payment of the fee from the posting user, the online system generates the link within the caption. The generated link comprises a selectable object displayed within the caption that when activated by a client device causes the client device to access a digital location specified by the address. The media content item and caption are sent for display to one or more other users of the online system.

19 Claims, 6 Drawing Sheets