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Marquez et al.(10) **Pub. No.: US 2023/0231824 A1**(43) **Pub. Date: Jul. 20, 2023**(54) **MANAGING A PLURALITY OF SOCIAL
MEDIA TIMELINES OF A MESSAGING
PLATFORM****H04L 51/216** (2006.01)**G06F 3/0484** (2006.01)(52) **U.S. Cl.****CPC** **H04L 51/52** (2022.05); **G06F 3/0482**(2013.01); **H04L 51/216** (2022.05); **G06F****3/0484** (2013.01)(71) Applicant: **Twitter, Inc.**, San Francisco, CA (US)(72) Inventors: **Jose Antonio Marquez**, Weehawken,
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ABSTRACT

This disclosure relates to a messaging system that can generate, store, and share groups of display columns associated with a user account, where each group may include a single display column or two or more display columns. A method may include rendering a first group of display columns of a messaging platform on a user interface associated with a first computing device, transmitting group creation data for creating a second group of display columns of the messaging platform, rendering a list identifying the first group of display columns and the second group of display columns, and rendering, in response to selection of the second group from the list, the second group of display columns on the user interface.

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