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(54) **Title:** AUTOMATED CATEGORIZATION OF GROUPS IN A SOCIAL NETWORK

(57) **Abstract:** A method for automatically categorizing groups of users in a social network, and using the categories to propose matches between groups or users and groups includes accessing content shared within a group in a social network application, processing the shared content with at least one machine learning model to determine labels for the content, determining categories for the group based on the labels for the content, accessing matching criteria for a user of the social network application, generating a match between the user and the group based on the matching criteria for the user and the categories for the group, supplying data indicative of the match to a client device of the user, receiving a match acceptance from the client device, and in response to receiving the match acceptance, providing the user access to the group in the social network application.

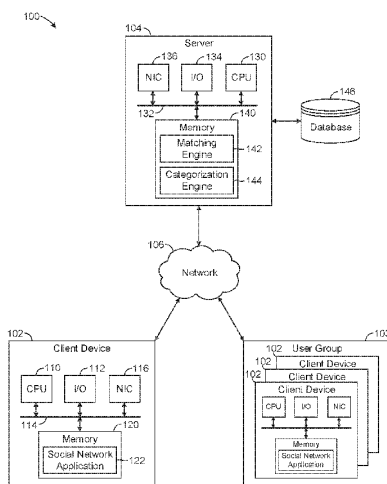


FIG. 1

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