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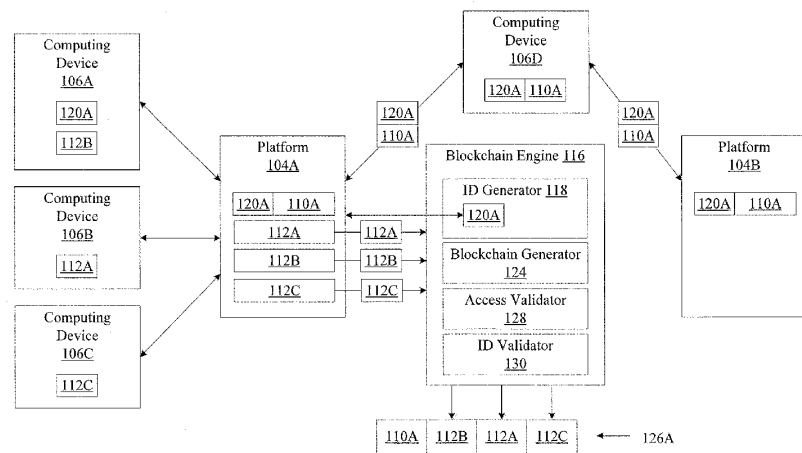


FIG. 2A

(57) Abstract: Systems and methods for using a blockchain to share secondary content across multiple platforms are provided. A first platform receives content, such as an image or video. A content identifier is generated for the content. The first platform also receives secondary content, such as comments and reactions for the content. The content identifier is used to select a blockchain that stores the secondary content received by the first platform. When the content is shared with the second platform, the content identifier is shared with the content. The second platform uses the content identifier to retrieve secondary content associated with the content from the blockchain.

[Continued on next page]

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