ABSTRACT

The present disclosure relates to the field of computer technology, and relates to an information pushing method and apparatus, and computer readable storage medium. The information pushing method includes: prompting a user to push at least one target to be pushed in multimedia content, in response to presence of a target matching the at least one target to be pushed in the multimedia content intended to be posted by the user; and adding push information of the at least one target to be pushed in the multimedia content, in response to the user determining to push the at least one target to be pushed.