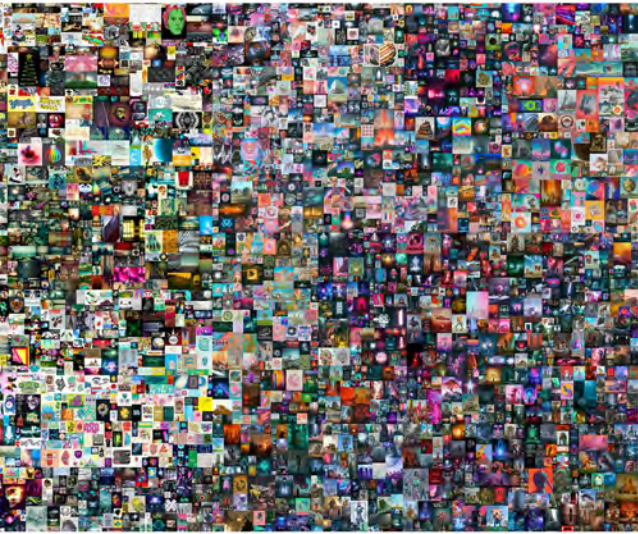


# SAVVY INSIGHTS

SOMEWHAT WEEKLY UPDATES FROM THE WORLD OF | SOCIAL | AND | INNOVATION

## 3.12.21



### NFTs ARE SO HOT RN. WTF IS AN NFT?

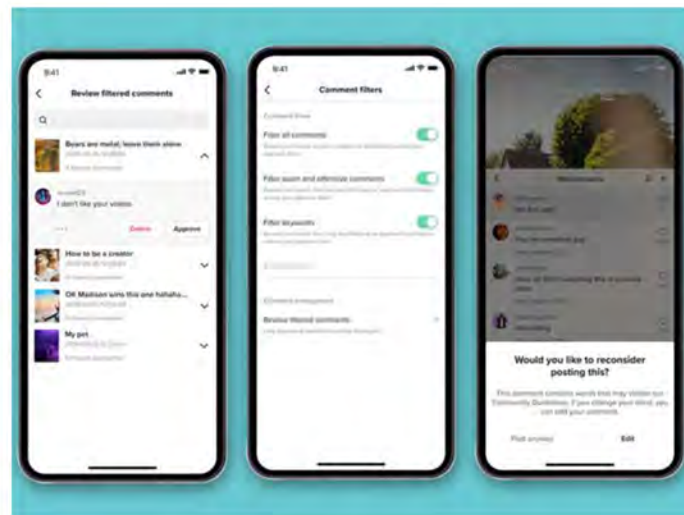
NFT STANDS FOR “NON-FUNGIBLE TOKEN.” AN ASSET VERIFIED USING BLOCKCHAIN TECHNOLOGY, IN WHICH A NETWORK OF COMPUTERS RECORDS TRANSACTIONS AND GIVES BUYERS PROOF OF AUTHENTICITY AND OWNERSHIP. THE FIRST NFT ARTWORK OFFERED BY A MAJOR AUCTION HOUSE SOLD FOR \$69,000,000 THIS WEEK. GTFO.

»»» [READ MORE](#)

### TIK TOK LAUNCHES NEW WARNING LABELS

THE PLATFORM WILL NOW WARN YOU BEFORE YOU POST SOMETHING INAPPROPRIATE OR UNKIND. THE FEATURES WILL HELP TIK TOK MAINTAIN A SUPPORTIVE ENVIRONMENT THAT ENABLES USERS TO FOCUS ON WHAT MATTERS TO THEM: BEING CREATIVE, FINDING COMMUNITY, AND HAVING FUN.

»»» [READ MORE](#)



### THE LEGEND OF BOB ROSS LIVES ON

THROUGH DEEP-FAKE TECHNOLOGY USED FOR A CAMPAIGN WITH MOUNTAIN DEW, THE BELOVED PAINTER REPRISES THE JOY OF PAINTING. ON TWITCH, HIS CHANNEL HAS BEEN AIRING PAST EPISODES AND BUILT A FOLLOWING OF 1.8 MILLION FOLLOWERS.

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 [WATCH BOB](#)



STEVEN CASTRO-SAVICH IS A SENIOR SOCIAL MEDIA STRATEGIST AT CAMPBELL EWALD AND BOARD MEMBER OF THE SCARAB CLUB IN DETROIT. FOLLOW HIM FOR MORE SOCIAL AND INNOVATION UPDATES.

    
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