Longer uploads for TikTok, YouTube Live rings, and details on our NFT project

Here's what we're paying attention to this week:

- YouTube has a new Live ring feature, which is great if you livestream
- TikTok will soon let you upload up to 10-min videos
- How to use the new IG Live scheduling feature
- ALSO – the details on a (very meta) new project we're working on

Have a tip, a POV, or just want to talk strategy? Hit me up at taylor@foodfightstudios.com

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**it AI bots said

Yes, they're taking over the world. No, they're not always right.

When prompting one of our favorite AI bots, copy.ai, for an expanded definition of NFTs (non-fungible tokens), here's what we got:

> *"NFT now stands for Nail Fungus Toes The Nail Fungus Toes were created because I asked myself a question: "Where are all the fun nail fungus treatments?" And there weren't any. There needed to be a fun approach to nail fungus treatments to get people excited about them."*
>
> *copy.ai*

copy.ai

…umm ok

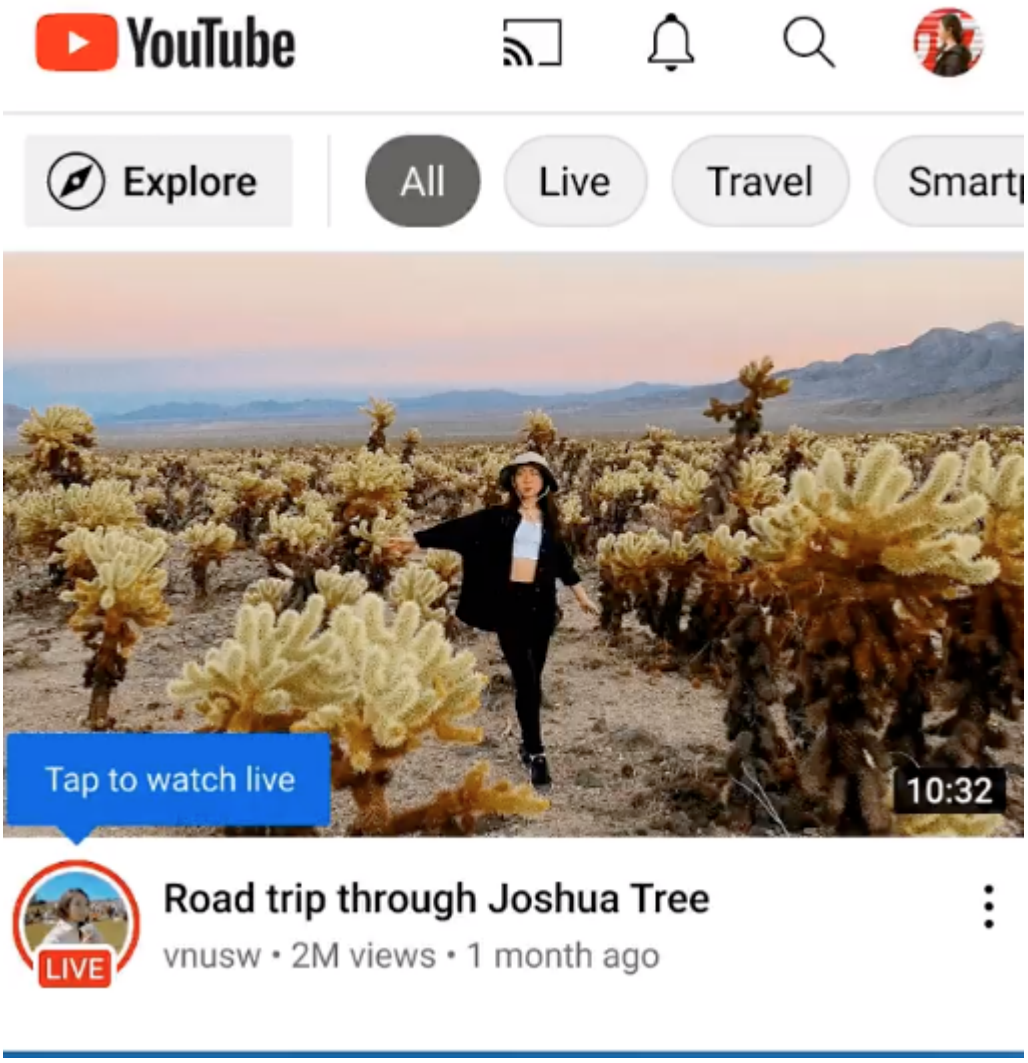
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the social verse

The latest social media news, stories, and updates we're keeping a pulse on.

YouTube Live ring feature rolls out on mobile

According to a Tweet from Chief Product Officer Neal Mohan, YouTube is "Really focused making it easier for users to find livestreams on @YouTube so we're rolling out the Live rings feature on mobile! @YouTubeCreators streaming live will now have a ring around the channel avatar & clicking on the avatar will take you directly to the livestream."



TikTok creeps into YouTube territory with new 10-min uploads

A TikTok spokesperson confirmed today that all users will be able to post videos up to 10 minutes long, Matt Navarra tweeted. TikTok has slowly been increasing the video upload length over the past 18 months, from testing 3 min and 5 min upload limits with creators for some time.

Navarra notes, “It’s also Interesting to see YouTube going deeper into short-form video with shorts whilst TikTok goes the other way to bring in longer-form video content. Which is easier to monetize and keeps people on the platform longer … if they can make it as addictive as the short-form stuff.”

How to schedule IG Lives

Mashable created an easy step-by-step guide to help creators streamline going live on Instagram by scheduling it in advance.

In a nutshell:

1. Open Instagram
2. Swipe to the left
3. Find “Story” and the bottom of your screen
4. Swipe to “Live”
5. Select the calendar icon on the left-hand side of your screen Select the calendar icon.
6. Type the title of your Live Video where it says “Video Title”
7. Tap “Start time” and choose when you want your live to begin
8. Tap “Start time” to choose the time of your live. Credit: Screenshot: Instagram
9. Select “Schedule live video”
10. Tap “Schedule live video.”
11. Tap “Share as a Post” to post about your Instagram live, or tap “Share Later”

And there you have it. Time saved.

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what we have cooking

Projects, partnerships, and other things we’re working on.

A marriage of creative artistry: The Battle Bunnies

Remember when we talked about that top-secret NFT project with more details to follow? These are those details!

The project is called The Battle Bunnies and it’s the first chapter of a community-driven virtual universe brought to life through a series of collectible NFTs (non-fungible tokens). We saw an opportunity to join a unique project and combine our animation and marketing experience with the skill of world-renowned artists (who we know personally!) to bring it all to life. If you’re interested, you can read more about the project and why we’re doing it here.



NFT Partnership With Animation Beckons a Larger Universe Build-Out