



## OCTOBER PROGRAM

**Saturday, October 8, 2022**

10:00a–12pm

[Blinn House](#), 160 N. Oakland Avenue, Pasadena 91101  
*The parking lot is across from the Scottish Rite Temple, 150 N. Madison Avenue*

### **Promote Yourself and Your Art on Instagram and Facebook, presented by Bob Cohen**

This program will focus on two of the main social media outlets – Facebook and Instagram. We will learn the steps needed to create and link pages, the use of hashtags, following, liking, re-posting, tagging, and how to design content that attracts “likes” and followers. We will discover what content gets read, when and why people use social media, and what tools social media marketing professionals employ to save time. Whether you are new to social media or an experienced user, this program will have helpful information for you. Ten attendees will win a subscription to Bob's in depth and informative newsletter [www.bobology.com](http://www.bobology.com).

If you don't have a Facebook page and if you want a quick-start guide to getting online, Bob has generously offered a tutorial video and worksheet to get you started: [How to Create a Facebook Page](#) and [Take Your Business Online Content Collection Worksheet](#).

*Bob Cohen teaches classes in social networking, marketing skills, blogging, and mobile apps at LA Valley College, Pasadena Community College, Saddleback College and West LA College.*

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