



MASTERS^{of}Art



Nina Yocom was born and raised in suburban Philadelphia. Her earliest exposure to fine art was when her mother volunteered in public elementary schools with a program called “Art Goes to School.” This innovative program exposed her to a variety of artists and their work. Her father, an award-winning photographer, also influenced her own lens. This background, along with a liberal arts education, cultivated an appreciation for how art is a conduit of connection.



Nina has been an avid user of social media for many years. She will focus on two platforms, Facebook and Instagram, that are used successfully by a number of artists to promote their work. For Instagram, Nina will review the use of hashtags, fitting your photos, how to create a Reel, adding a Post as a Story, and how to schedule a Post. For Facebook, Nina will explain how you can add a Post from Instagram directly to Facebook, how to find and join relevant art Groups, and, very important for both platforms, how to protect your account from being hacked.