



# How to Reach People with Low-Incomes on Social Media

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# Overview

- Aims
- Social Media Myths
- Which Platforms To Use & Why
- Reaching Your Audiences
- Building Your Content
- A Look at #Hashtags
- A Look at @Tagging
- Key Takeaways

# Aims

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1

Reach the RIGHT  
audience

2

At the RIGHT time

3

With the RIGHT  
message

# Social Media Myths

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1

The bigger the audience, the better

2

You should be on every single platform

3

Social media gives instant results

4

Social media is free

5

You should be posting 5+ times each day

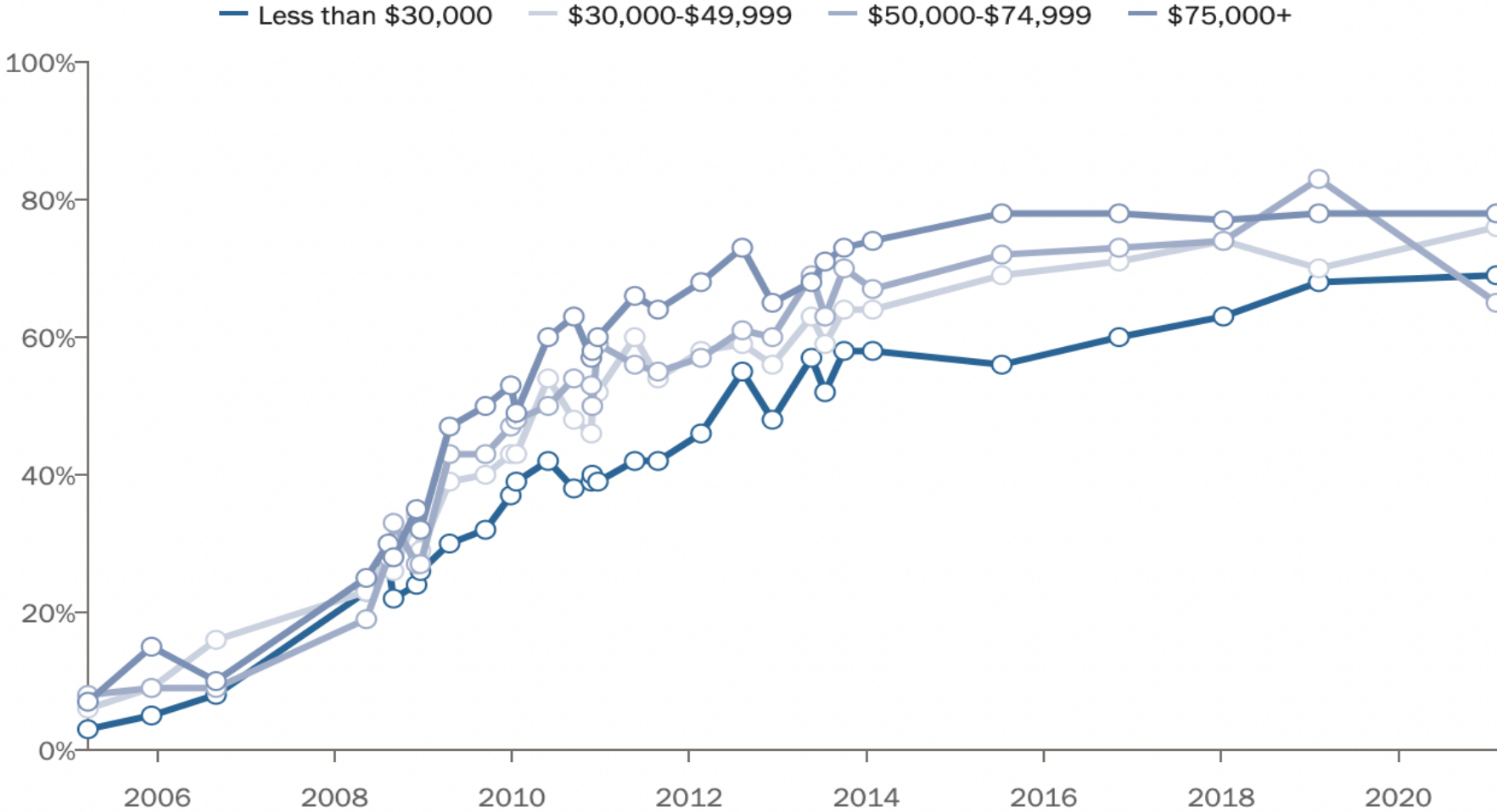
6

You can use the same post on all platforms

# Which Platforms to Use & Why

# Social media use by income

% of U.S. adults who say they use at least one social media site, by annual household income



Note: Respondents who did not give an answer are not shown.  
Source: Surveys of U.S. adults conducted 2005-2021.

# The Platforms Your Audiences Use

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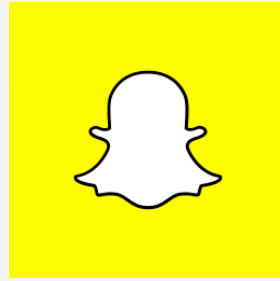
1. SnapChat
2. TikTok
3. Instagram
4. YouTube
5. Facebook

**72% of adults in households earning less than \$30,000 per year use social media.**

(Pew Research, 2021)



# SnapChat



494m monthly (14 billion daily views)

**Style:** Amuse, Educate or Entertain,  
24hr life cycle

**Content:** Bite-size image and video  
content with filters and augmented  
reality effects

**Frequency:** 4–7 times/day

- Reach a teenage and young adult audience
- In the U.S., 48% are aged 15–25
- 30% are aged 26–35

# TikTok



Over 1 billion monthly users

**Style:** Fun, Catchy, Engaging, Replicable

**Content:** Creative short-form video that distills elements of your message that can be laced with dance, music, comic or informative elements

**Frequency:** 3 times/day

- Over half of TikTok's U.S. audience is under the age of 35
- Mostly aged between 16–24

# Instagram



Over 1 billion monthly users

**Style:** Blends the personal & the professional

**Content:** Diversity with consistency = lush photography, clever trend usage, and selfie-style videos

**Frequency:** 3–7 times/week

- Influencers, artists, small and large brands
- Definitely interested in food
- Mainly aged 18–34
- Use for audiences under 40

# YouTube



Over 2 billion monthly users

**Style:** Educational and/or  
Entertaining

**Content:** Long-form and short-form  
video with a combination of  
education and entertainment

**Frequency:**

- 74% of U.S. adults regularly use YouTube
- Majority aged 18–49
- Use if your audience is below 50
- Especially good for reaching people interested in educational content

# Facebook



3 billion monthly users

**Style:** Blends the personal and professional

**Content:** Short videos, images and bold headlines

For Facebook **Groups**—interactive content and communal experiences; consider **live streams, polls** and **community chats**

Facebook **Messenger** is a great way to connect with your audience directly and respond to any questions, comments, or complaints

**Frequency:** 1–2 times/day

- 69% of American adults use Facebook regularly
- 77% of people aged 18–49 use Facebook
- Most people become more active as their age increases—especially after 40 years of age
- Use for audiences over 30
- Great for creating an online community

# Questions?

# Reaching Your Audiences

# Target Audiences

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- Follow You Already
- Similar Demographic to your Current Audience
- Attended a Class or Event, Visited Your Website, Downloaded a File, are on your Email list
- Interested in Healthy Eating and/or Cooking + Key Demographics
- Consider 'paying to play'

# Building Your Content

# Content Types



**Educational**



**Entertaining**



**Inspiring**



**Interactive**



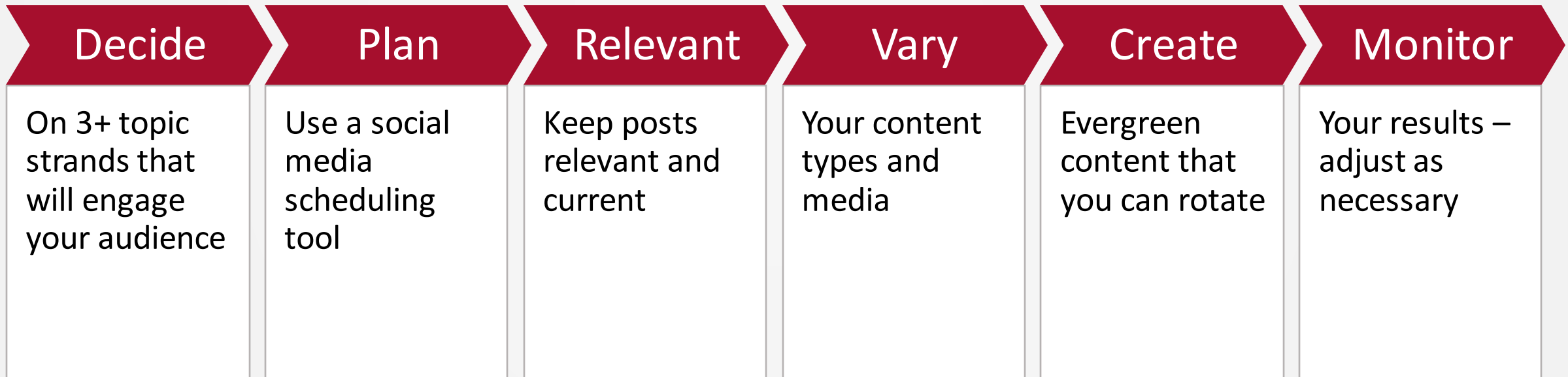
**Conversational**



**Newsworthy**

# Content Strategy

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# When to Post

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1

When your audience for each platform is **most active**

2

Look at your Top Performing Posts

3

Check out the Competition

4

Test, Analyze results and Learn

# Questions?

# A Look At #Hashtags

# Using #Hashtags

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- **Always start with #**—won't work if you use spaces, punctuation or symbols
- **Make sure your accounts are public**—so non-followers can see them
- **Research the most popular hashtags**—in the search box
- **Consistent, Short and Memorable**
- **Relevant and Specific**—easy to find and likely to be used
- **Use Camel Casing for longer hashtags**—for readability  
e.g. #FirstDayOfFall
- **Use at least 4 more *relevant* hashtags**



# Questions?

# @Tagging

# What is @Tagging?

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- Tagging = Mentioning = Expanding Reach & Networking
- You can Tag a person, a business or a photo
- Tagging notifies them & draws their attention to your post
- They can react, comment on or share this post = engaging their own audience with your content

# When to @Tag

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1. Resharing one of their posts—increases their reach as their post becomes visible to your followers
2. You're including them in the post e.g. quote, comment, news article, photo
3. You're asking an expert for advice
4. You're partnering with an organization

# @Tags Tutorial

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# Questions?

# Key Takeaways

1. Choose the *right* platform for your audience – *listen & engage*
2. Create a Content Strategy and Calendar – *tailor* your posts
3. Analyze & Adjust – *learn* from your results

# Thank You!

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Sources:

[Adobe](#)

[The Social Shepherd](#)

[Hubspot](#)

[Hootsuite](#)

[Pew Research](#)

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