



# TIGHTLINE

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## Brand awareness and social media



Social media has a significant impact on brand awareness.

- **Reach and Scale:** Social media platforms have vast user bases, allowing brands to connect with a global audience. By crafting compelling content and leveraging targeting options, brands can reach specific demographics and regions.

- **Cost-Effective:** Compared to traditional advertising channels, social media is a cost-effective way to reach a broad and engaged audience. Most social platforms offer free accounts, and even paid advertising is often more affordable than traditional options.

- **Interactivity:** Social media encourages two-way communication, enabling brands to engage directly with their audience. This interactivity builds relationships and fosters a sense of community, ultimately leading to higher brand recognition.

- **User-Generated Content:** Users frequently generate content related to their experiences with a brand, providing valuable endorsements and testimonials that can boost brand awareness.

- **Viral Marketing:** Compelling content, when shared by users, can go viral on social media, exponentially increasing brand exposure. Virality is an organic process that can generate tremendous attention and interest in a brand.

- **Analytics and Insights:** Social media platforms offer robust analytics tools that allow brands to measure the effectiveness of their efforts. This data helps in optimizing strategies and understanding what works best for building brand awareness.

The benefits of enhancing brand awareness through social media are numerous and impactful. They include, increased brand visibility, trust and credibility, word-of-mouth marketing, audience insights, competitive advantage, and real-time feedback.

In a study investigating the impact of Social Media Activities on brand equity (brand awareness and brand image), it was found that entertainment, customization, interaction, and electronic word of mouth (EWOM) significantly affected the brand image, while customization, trendiness, interaction, and EWOM significantly affected brand awareness.

Social media offers a prime venue for increasing brand awareness due to its extensive user base. Engaging content, consistent brand presentation, and social sharing amplify visibility. Utilizing visuals, platform-specific strategies, active engagement, consistency in branding, and targeted ads are essential for elevating brand presence.

## According to LinkedIn

Here's what you can do to grow your reach:

- Posting at least once a week can increase your profile views by up to 4x and 2x your followers.
- Commenting on posts at least once a week can increase your profile views by up to 3x.
- Adding an image to your post can increase reactions, comments, and reposts by up to 40%.



## Let them grow

Did you know that the ten-inch fish you release in early spring can be as large as thirteen or fourteen inches by late fall? In fisheries where there is plenty of food and good water conditions it is not uncommon for fish to put on several inches and a pound or more in weight in a season.

Think about how large that fish could become if it had three or four seasons to grow! Releasing a fish now could mean landing a real trophy down the road.



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## Lure Action Myth vs. Fact

**Myth:** More action always means more bites.

**Fact:** In cold fronts or pressured water, less action often outperforms. Bass rely on vibration cues when they're stressed — subtle beats frantic nine times out of ten.

**Myth:** Color is the most important lure feature.

**Fact:** Hydrodynamics and vibration patterns influence strikes far more than color. In murky water, bass detect pressure waves first, shape second, color last.

**Myth:** Faster retrieves trigger reaction bites.

**Fact:** Speed helps — but only when paired with the right cadence breaks. Sudden pauses, stalls, and directional shifts trigger far more reflex strikes than raw speed.

**Myth:** Soft plastics need constant movement.

**Fact:** Many plastics work best when barely moving. Salt content, buoyancy, and tail geometry create micro-vibrations that bass detect even when the lure looks still to us.

**Myth:** Rattles always help.

**Fact:** In clear water, rattles can hurt by sounding unnatural. Bass in high-visibility lakes rely more on sight and subtle vibration than noise.

**Myth:** Heavy lures fall too fast for finicky fish.

**Fact:** A fast fall often triggers instinctive strikes — especially in summer. The sudden displacement of water creates a pressure signature bass can't ignore.

WE ARE NOT JUST FISHING, WE ARE CONNECTING WITH A HUGE ANGLER AUDIENCE.