



Outdoor USA Magazine

Volume 4, Issue 1 - January 2012

The 2011 Outdoor Industry Social Media Awards

Featuring: Osprey Packs

Circulation: 14,105

Readership: 56,420



facebook twitter YouTube

The 2011 Outdoor Industry Social Media Awards

presented by **magazine outdoor USA** powered by **Fansometer**

Social media is one of the foremost components of the marketing mix today. Sites like Facebook, Twitter and YouTube offer opportunities to connect with fans, fostering interactions that drive the growth of individual brands and entire industries.

For the second annual Social Media Awards, Outdoor Magazine uses metrics provided by the social media tracking tool Fansometer to recognize the outdoor companies that have harnessed the power of these tools to successfully rally the most fans. Presented here are the companies who've tweeted, commented and posted their way to the top of the industry in 2011.

Data collected December 31, 2011 at 11:59 p.m.

Most Viewed Patagonia

The 2011 Outdoor Industry Social Media Awards

patagonia®

Most YouTube Views 4,236,734

- 2nd: Salomon Freeski - 4,111,338
- 3rd: Columbia - 3,844,262
- 4 K-Swiss - 3,617,178
- 5 Salomon Running - 1,674,806
- 6 Petzl - 1,671,680
- 7 The North Face - 1,465,420
- 8 Prana - 1,370,573
- 9 Marmot - 1,322,808
- 10 Vibram Fivefingers - 978,194
- 11 Mountain Hardwear - 927,411
- 12 SOG Knives - 880,006
- 13 Timbuk2 Design - 777,867
- 14 Osprey Packs - 749,993
- 15 Mammut - 689,037
- 16 Black Diamond - 616,043
- 17 Suunto - 600,118
- 18 K2 Skis - 479,028
- 19 Teva - 388,507
- 20 Camelbak Product - 350,429

