



Outdoor USA Magazine

Volume 3, Issue 1 - 2011

The 2010 Outdoor Industry Social Media Awards

Featuring: Osprey - #7 on List of Most YouTube Views

Circulation: 14,105

Readership: 56,420

patagonia®

Most YouTube Views 3,154,204

2nd: K-Swiss - 1,582,028

3rd: Petzl - 734,344

4 Marmot - 627,479

5 Vibram Fivefingers - 527,763

6 Columbia - 471,134

7 Osprey Packs - 356,686

8 The North Face - 307,477

9 Crocs - 249,237

10 Teva - 241,341

11 Timbuk2 - 240,771

12 Black Diamond - 228,782

13 Mountain Hardwear - 211,127

14 La Sportiva N.A. - 175,981

15 Trango - 175,283

16 Eton - 158,201

17 New Balance - 156,002

18 Kaenon Polarized - 148,126

19 Dakine - 129,240

20 K2 Skis - 113,409

The 2010 Outdoor Industry Social Media Awards

presented by magazine powered by Fansometer

facebook twitter YouTube

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.

Using metrics provided by the social media tracking tool Fansometer, Outdoor USA has established The Social Media Awards 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.

Data collected December 31, 2010 at 11:59 p.m.

