



2023

# Top Outdoor Brands

on Social Media



# Top Outdoor Brands on Social

We studied top outdoor brands from across the country to create the ultimate guide to successful outdoor gear and apparel marketing strategies on Instagram, Facebook, Twitter, and TikTok.

Read on for the full rankings and everything that made top outdoor brands tick for the #inspo you need to jumpstart your brand's social this year.

[Read the full report online »](#)



# What Did We Analyze?

DATA SET INCLUDES

**120**  
HANDLES

IN 2023 BETWEEN THE MONTHS OF



COMPRISING

**52K**  
POSTS

**65M**  
ENGAGEMENTS

TOP OUTDOOR BRANDS ON SOCIAL MEDIA | JANUARY 1, 2023 TO OCTOBER 31, 2023

**RivalIQ**  
A QUID COMPANY



An illustration of a mountain landscape. The background is a light orange sky with a few birds flying. In the foreground, there are dark green evergreen trees and a teal-colored body of water. A white rectangular box with a thin black border is centered in the middle of the image, containing the title text.

# **Top 10 Outdoor Brands on Social Media in 2023**



# The Top 10

Announcing the bravest and gnarliest outdoor brands on social this year. From dynamic new products to jaw-dropping scenery and beyond, we'll dig into the top trends every outdoor brand can use to increase engagement on Instagram, TikTok, Facebook, and Twitter.



#1



#2



#3



#4



#5



#6



#7



#8



#9



#10

TOP OUTDOOR BRANDS ON SOCIAL MEDIA | JANUARY 1, 2023 TO OCTOBER 31, 2023

**RivalIQ**  
A QUID COMPANY



# #1



## Burton Snowboards

Instagram #2

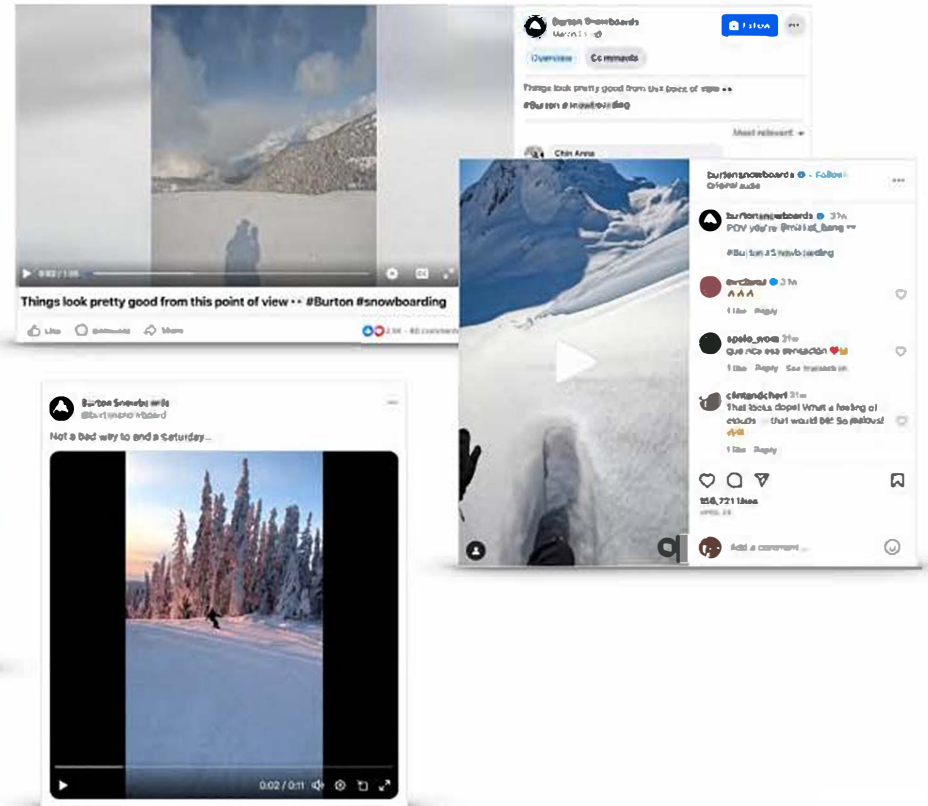
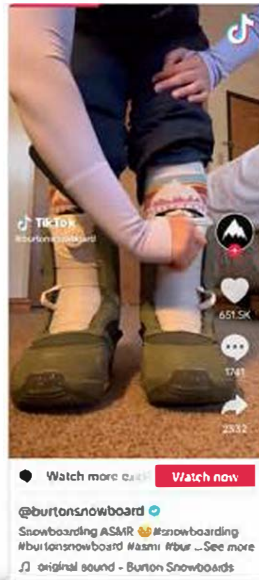
TikTok #4

Facebook #22

Twitter #2

Snowboard and winter apparel brand Burton knocked it out of the alpine park this year with top ten finishes on three of four channels to clinch the overall gold.

Burton really set itself apart on Instagram and Twitter thanks to eye-catching videos of their products in action. Fans and followers ate up gorgeous short-form videos that helped bring them to the mountains year-round. These videos also helped Burton stand out on TikTok, though the brand wasn't afraid to mix it up on that channel with more playful content.



# #2



# Atomic

Instagram #4

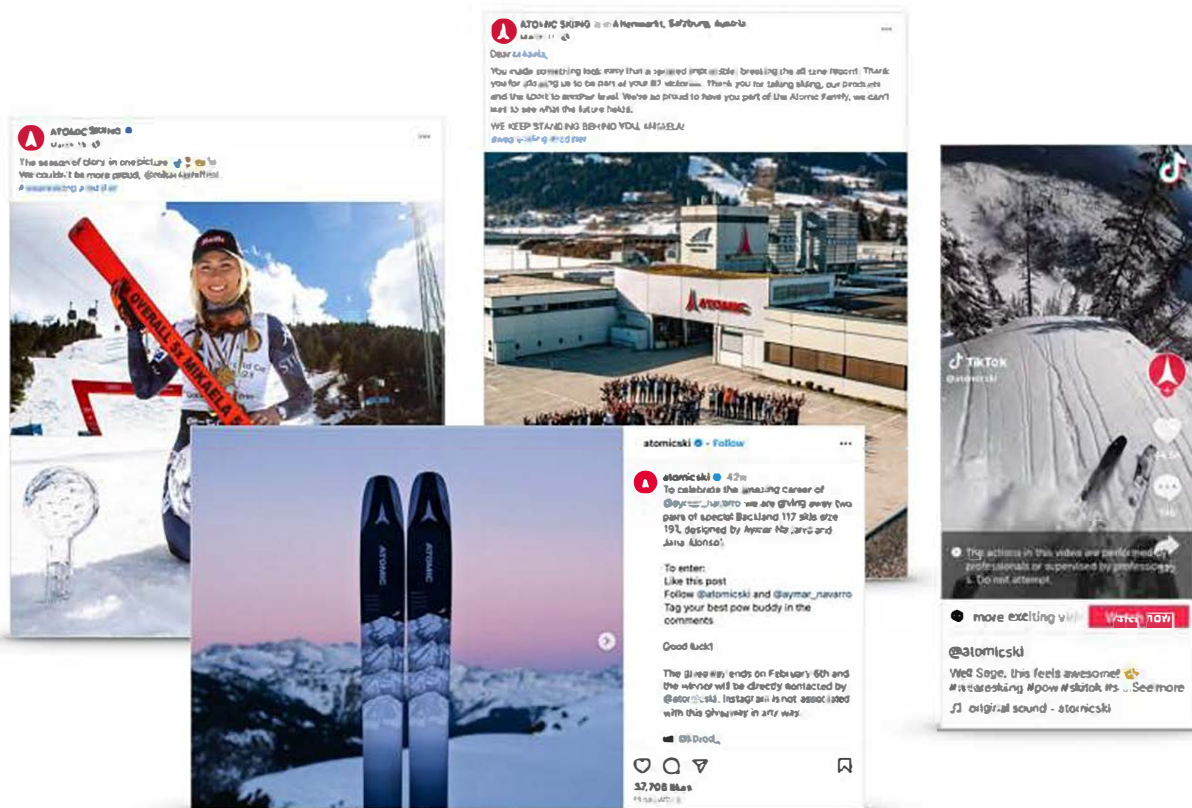
TikTok #11

Facebook #1

Twitter #78

Atomic grabbed the overall silver this year thanks to strong finishes on Instagram and Facebook and some serious help from their seriously engaged fanbase. The ski and winter gear brand might have smaller follower counts than their competitors, but those fans showed up in the comments for their favorite outdoor brand.

High-profile partnerships with top skiers helped Atomic catch engagement on social, and many of their top posts across the board featured Mikaela Shiffrin shredding on the slopes alongside other Atomic athletes.



TOP OUTDOOR BRANDS ON SOCIAL MEDIA | JANUARY 1, 2023 TO OCTOBER 31, 2023

**RivalIQ**  
A QUID COMPANY





# #3



## Filson

@ #15

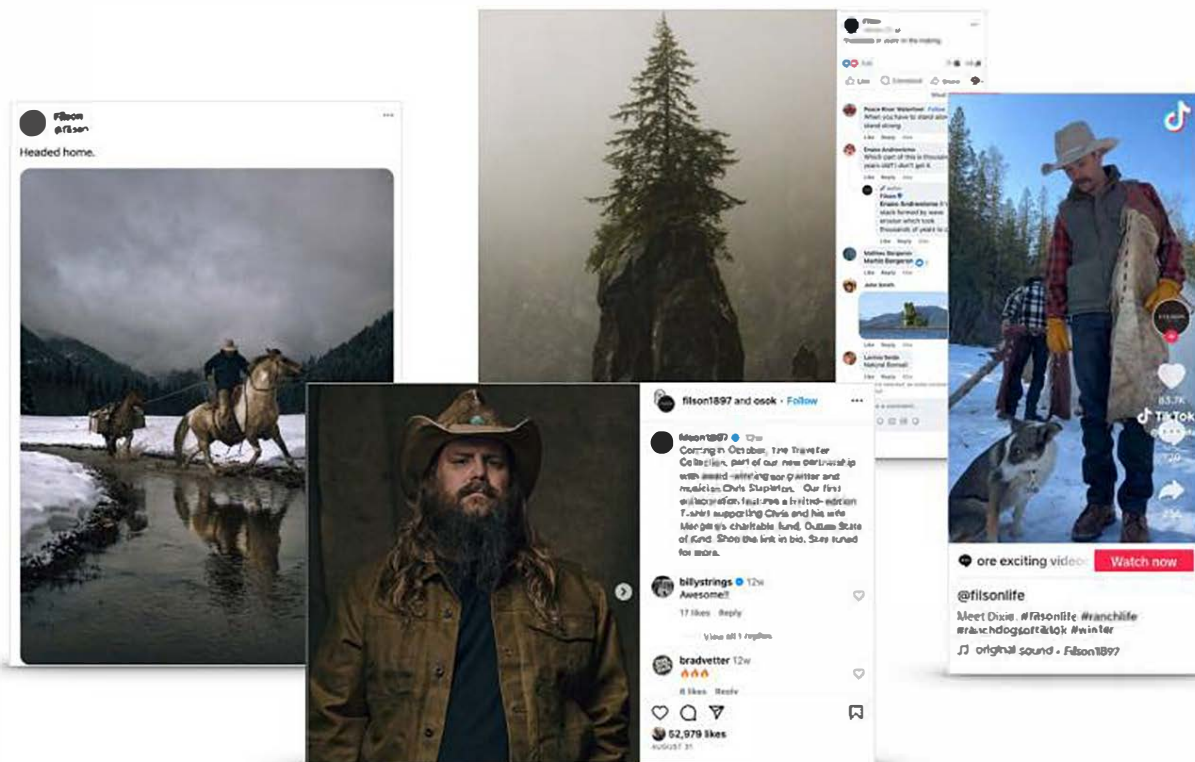
#12

f #15

#12

Filson clinched the overall bronze despite not sitting in the top 10 for any single channel, reminding us that sometimes, slow and steady wins the race. In this case, that means excellent performance across all channels helped this outdoor apparel brand connect with its engaged audience better than standing out on just one app.

A mix of iconic, timeless photography and behind-the-scenes content resonated best with Filson fans. In a rare turn for outdoor brands, Filson focused more on the majesty of nature than on selling their products.



TOP OUTDOOR BRANDS ON SOCIAL MEDIA | JANUARY 1, 2023 TO OCTOBER 31, 2023

**RivalIQ**  
A QUID COMPANY





# #4



## Simms Fishing Products

Instagram #1

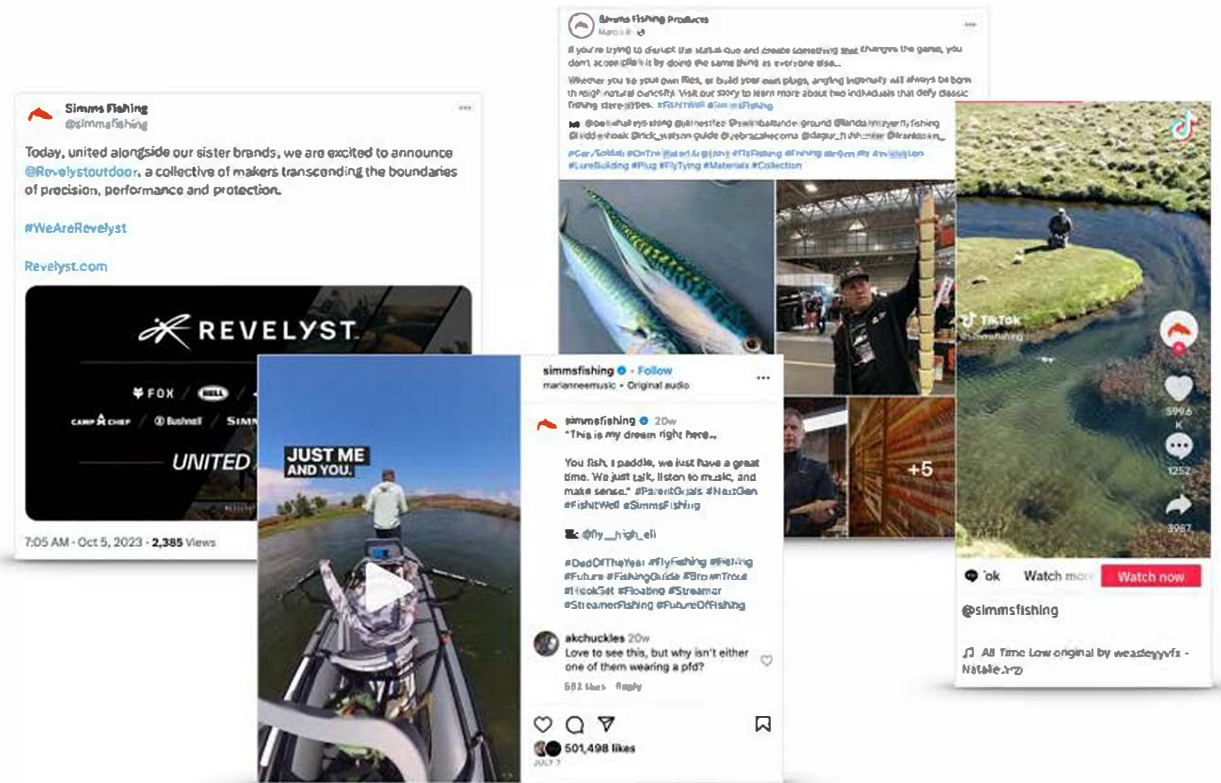
TikTok #19

Facebook #7

Twitter #66

Simms Fishing Products found great success on social with the perfect mix of inspiration and humor. The fishing gear brand was especially strong on Instagram and Facebook, but earned a TikTok ranking that's nothing to sneeze at either.

Simms was all about the UGC to remind fans and followers what life on the river really feels like. From hilarious videos about just missing the perfect catch to heartfelt father/son moments casting rods, Simms fans (and social media managers) didn't have to leave their houses to get a dose of the fishing lifestyle.



# #5



@ #13

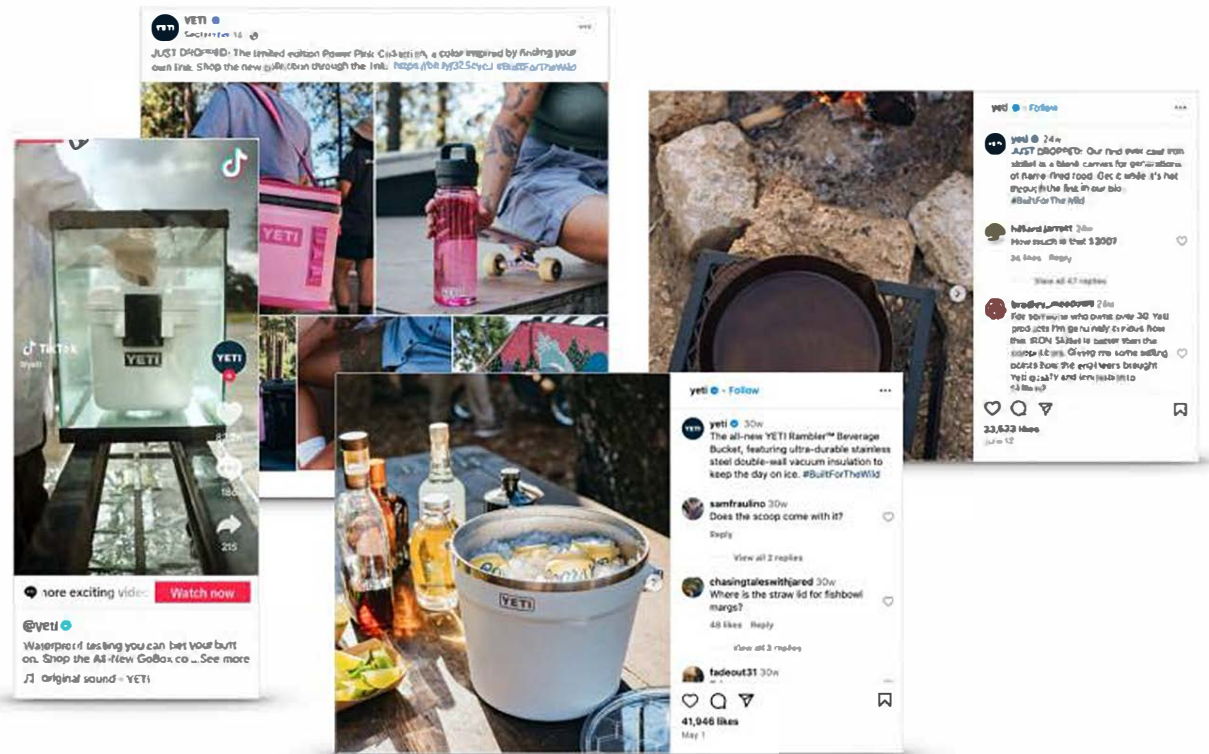
#15

f #5

#59

Despite totally ignoring Twitter, YETI came to play this year with impressive engagement rates and totals on Instagram, TikTok, and Facebook. Having large followings helped the cooler brand rack up the engagements on those channels.

YETI especially stood out on Facebook by earning the highest total engagement of any outdoor brand we studied this year. New product releases were especially exciting for YETI fans on Facebook, with all of the brand's most engaging posts by rate having something to do with a snazzy new colorway or collection.



TOP OUTDOOR BRANDS ON SOCIAL MEDIA | JANUARY 1, 2023 TO OCTOBER 31, 2023

**RivalIQ**  
A QUID COMPANY





# #6



# Patagonia

Instagram #23

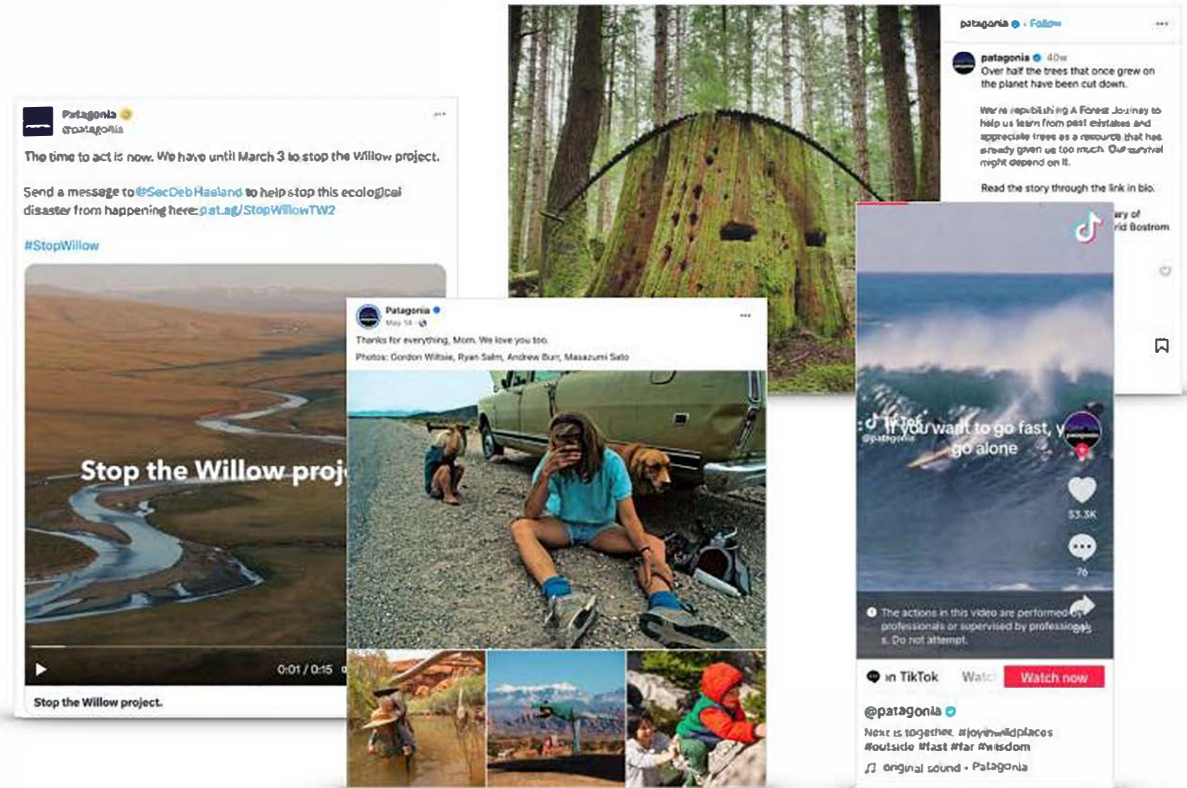
TikTok #5

Facebook #29

Twitter #10

Patagonia used its enormous follower counts for good this year to fight for many of the conservation causes that are near and dear to the hearts of nature lovers everywhere. The apparel brand scored sixth overall thanks to oodles of engaged followers and a clear content strategy that focused on everything from the mountains to the sea.

Patagonia stood especially strong on TikTok and Twitter with a strong mix of outdoor causes to support and simple, impactful content that focused on what matters: getting outside.





以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/357032015113006065>