

#SOCIAL\_MEDIA\_METER

USING THE WSL TOP ATHLETES AS OUR BENCHMARK, WE'VE COMBINED BOTH THE MENS WSL #TOP34 AND WOMEN'S #TOP17 TO DETERMINE THEIR OVERALL SOCIAL MEDIA PROWESS. WHILST THIS LIST IS BY NO MEANS INDICATIVE OF ALL SURFERS' SOCIAL MEDIA PERFORMANCES, USING THE WSL AS THE PINNACLE OF THE SPORT'S ELITE, WE SEE THIS LIST AS A GUIDE ONLY.

If you believe there's a surfer outside the WSL elite who deserves to be on our list e.g. Alana Blanchard (2.99m), then write to us. Using our print media meter top performers we've tallied surf brands or brands operating in surfwear distribution as the baseline for our social media list. Using the social media links from each brands Australian website homepage, we've combined their Facebook 'likes' as well as Instagram and Twitter 'followers' to determine our overall social media top performers. If there's a brand that deserves to be on the list, write to us and let us know. If the link to your social media site isn't the right one or there's an alternative social media page for your brand we should be monitoring, also let us know.

#SOCIAL MEDIA METER (ALPHABETICAL ORDER)

FIELDS HIGHLIGHTED IN YELLOW ARE GLOBAL CHANNELS. NB NO TOTAL OR RANK DUE TO THE MIX OF GLOBAL AND REGIONAL SOCIAL MEDIA CHANNELS. SHOULD BE USED AS A GUIDE ONLY. TABLE CORRECT AT JULY. NOT HERE? CONTACT KEITH@AUSTRALIANSURF.BIZ AND FIND OUT HOW.

WSL #SOCIAL\_MEDIA\_METER

ATHLETE	ORIGIN	Twitter	Facebook	Instagram	TOTAL
1 Gabriel Medina	BRA	243,000	1,292,442	4,200,000	5,735,442
2 Alana Blanchard	AUS	181000	2,093,086	1600000	3,874,086
3 Kelly Slater	USA	499,000	1,773,229	1,500,000	3,772,229
4 Mick Fanning	AUS	240,000	528,748	827,000	1,595,748
5 Jordy Smith	ZAF	786,000	314,120	352,000	1,452,120
6 Coco Ho	HAW	85700	767,082	499000	1,351,782
7 Sally Fitzgibbons	AUS	165000	713,617	438000	1,316,617
8 John John Florence	HAW	62,800	524,327	604,000	1,191,127
9 Julian Wilson	AUS	117,000	424,327	607,000	1,148,327
10 Alessa Quizon	HAW	5879	712,912	243000	961,791
11 Stephanie Gilmore	AUS	104,000	475,217	382000	961,217
12 Filipe Toledo	BRA	42,600	414,696	497,000	954,296
13 Laura Enever	AUS	43200	348,970	359000	751,170
14 Adriano De Souza	BRA	49,100	401,761	292,000	742,861
15 Taj Burrow	AUS	101,000	255,112	261,000	617,112
16 Miguel Pupo	BRA	29900	220,989	252000	502,889
17 Sage Erickson	USA	29300	237,969	228000	495,269
18 Owen Wright	AUS	29,900	210,270	255,000	495,170
19 Joel Parkinson	AUS	120,000	60,126	313,000	493,126
20 Lakey Peterson	USA	39900	115,058	266000	420,958
21 Bianca Buitendag	ZAF	7281	326,883	80700	414,864
22 Carissa Moore	HAW	36100	131,228	217000	384,328
23 Kolohe Andino	USA	34,600	114,408	230,000	379,008
24 Jeremy Flores	FRA	57400	162,246	144000	363,646
25 Courtney Conlogue	USA	12800	225,334	121000	359,134
26 Josh Kerr	AUS	56,000	26,039	224,000	306,039
27 Nikki Van Dijk	AUS		26831	237000	263,831

BRANDS #SOCIAL\_MEDIA\_METER

BRAND	Twitter	Facebook	Instagram
Rip Curl	488,000	1,872,390	65,700
Billabong	163,000	4,379,631	208,000
Quiksilver	1,500,000	4,049,252	311,000
Hurley	1,400,000	4,537,041	245,000
Channel Island Surfboards	230,000	66,767	25,400
Globe	129,000	311,548	47,000
O'Neill	25,800	1,133,659	87,200
Volcom	55,000	4,022,972	304,000
Reef	12,500	1,593,900	79,200
DHD Surfboards	99,400	23,401	4007
Oakley	37,900	4,958,871	11,800
Firewire	85,500	45,820	13,300
Carve	21,400	4,455	
Electric	107,000	192,285	25,500
Creatures Of Leisure	45,100	10,560	2509
RVCA	37,900	452,408	70,700
Ocean & Earth	13,300	25,246	172
Vans	91,000	17,136,050	1,170,000
XCEL	23,500	21,233	3003
DaKine	98,200	183,725	23,300
Pyzel	80,200	9,054	245
Tomo Surfboards	44,600	4800	
Slater Designs	85,500	45,820	13,300
Spy Optic	3370	14,439	26,700
Brixton	188,000	92,126	9515
Epokhe	53,700	16,500	226
Haydenshapes Surfboards	76,000	27,288	2271
JS Industries	101,000	24,493	589
Futures Fins	100,000	29,641	9783
Huf	1,000,000	491,064	147,000
Nike	73,000,000	28,381,107	7,005,000
Nikon	222,000	12,640,853	23,000,000
Rusty	53,400	106,416	907
Wave Tools	6839	5,189	5
World Surfaris	17,300	18,411	517
DMS	7748	19,606	848
Go Pro	12,700	10,379,177	2,260,000
Nixon	13,300	1,214,565	55,900
Vissla	151,000	65,834	3031
Von Zipper	12,900	192,260	23,000

LEADERS



GABRIEL MEDINA

STAB MAGAZINE

#SOCIAL\_MEDIA\_METER #1

SOCIAL MEDIA BRAND #1

MAGAZINES #SOCIAL\_MEDIA\_METER

MAGAZINE	Facebook	Instagram	Twitter
1 STAB	1,075,256	708,000	32400
2 SW	351,956	128,000	1357
3 Tracks	257,984	101,000	32,000
4 Surfing Life	131,473	143000	76200