

VT Social media

FREEZE FRAME
 @CenturyLinkField
 1.5K 340
 April 21
 CenturyLink Field
 pays tribute to
 Prince with a photo and lyrics.
 #PrinceRIP



BREAKING DOWN THE SCORES

Below is a guide to how Venues Today currently scores its #SMP100 rankings

FACEBOOK

2,500 Likes = 1 Point 6,000 Check ins = 1 Point

INSTAGRAM

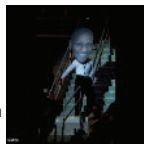
250 Followers = 1 Point 250 Photos = 1 Point

TWITTER

500 Followers = 1 Point

| RANK | VENUE | FACEBOOK LIKES | FACEBOOK CHECKINS | INSTAGRAM POSTS | INSTAGRAM FOLLOWERS | TWITTER FOLLOWERS | SMP SCORE |
|----------------------------------|---|----------------|-------------------|-----------------|---------------------|-------------------|-----------|
| 30,001 OR MORE CAPACITY | | | | | | | |
| 1. | Gillette Stadium, Foxborough, Mass. | 156,316 | 832,962 | 1,793 | 338,035 | 143,730 | 1,848 |
| 2. | AT&T Stadium, Arlington, Texas | 266,814 | 1,821,050 | 276 | 54,937 | 74,196 | 779 |
| 3. | Levi's Stadium, Santa Clara, Calif. | 274,090 | 727,818 | 1,534 | 96,305 | 37,412 | 697 |
| 4. | CenturyLink Field, Seattle | 70,375 | 736,018 | 443 | 86,994 | 14,004 | 529 |
| 5. | Arena Fonte Nova, Salvador, Brazil | 413,687 | 186,482 | 5,860 | 49,798 | 12,927 | 445 |
| 6. | MetLife Stadium, East Rutherford, N.J. | 94,203 | 1,031,144 | 662 | 21,607 | 28,599 | 356 |
| 7. | Turner Field, Atlanta | 70,276 | 1,271,072 | 662 | 21,607 | 236 | 330 |
| 8. | Georgia Dome, Atlanta | 55,540 | 990,555 | 534 | 13,188 | 19,807 | 282 |
| 9. | Soldier Field Stadium, Chicago | 81,983 | 977,067 | 521 | 5,056 | 7,741 | 233 |
| 10. | Lincoln Financial Field, Philadelphia | 73,895 | 845,179 | 0 | 0 | 22,477 | 215 |
| 15,000 TO 30,000 CAPACITY | | | | | | | |
| 1. | Madison Square Garden, New York | 587,722 | 3,003,135 | 3,051 | 108,312 | 179,094 | 1,539 |
| 2. | Staples Center, Los Angeles | 251,074 | 2,489,437 | 2,918 | 61,532 | 84,069 | 941 |
| 3. | TD Garden, Boston | 144,021 | 1,220,700 | 784 | 87,421 | 61,934 | 738 |
| 4. | Hollywood Bowl, Los Angeles | 327,711 | 888,637 | 550 | 20,928 | 149,955 | 665 |
| 5. | United Center, Chicago | 140,917 | 1,636,485 | 913 | 61,397 | 42,698 | 664 |
| 6. | Air Canada Centre, Toronto | 64,726 | 951,598 | 784 | 87,424 | 25,431 | 588 |
| 7. | Rupp Arena, Lexington, Ky. | 203,616 | 421,240 | 1,085 | 68,938 | 29,936 | 492 |
| 8. | Barclays Center, Brooklyn, N.Y. | 230,415 | 892,097 | 1,574 | 35,531 | 48,512 | 486 |
| 9. | Arena Monterrey (Mexico) | 304,633 | 89,163 | 550 | 20,928 | 119,651 | 462 |
| 10. | Arena Ciudad de Mexico, Mexico City | 246,517 | 190,166 | 377 | 7,530 | 143,887 | 450 |
| 11. | Oracle Arena, Oakland, Calif. | 37,740 | 703,185 | 2,251 | 67,745 | 10,184 | 433 |
| 12. | Quicken Loans Arena, Cleveland | 73,508 | 764,199 | 1,350 | 52,701 | 17,536 | 408 |
| 13. | Amway Center, Orlando, Fla | 136,466 | 854,469 | 1,246 | 20,473 | 50,199 | 384 |
| 14. | Wells Fargo Center, Philadelphia | 134,411 | 971,795 | 1,130 | 9,376 | 23,103 | 304 |
| 15. | Toyota Center, Houston | 103,998 | 1,041,156 | 1,227 | 16,514 | 107 | 286 |
| 16. | CONSOL Energy Center, Pittsburgh | 112,116 | 839,011 | 158 | 4,474 | 30,284 | 264 |
| 17. | American Airlines Arena, Miami | 149,965 | 904,035 | 38 | 3,164 | 18,940 | 261 |
| 18. | Bridgestone Arena, Nashville, Tenn. | 61,443 | 799,919 | 1,215 | 7,729 | 29,466 | 253 |
| 19. | Amalie Arena, Tampa, Fla. | 58,465 | 765,676 | 381 | 9,251 | 29,208 | 248 |
| 20. | BOK Center, Tulsa, Okla | 90,197 | 366,422 | 1,389 | 13,114 | 44,704 | 245 |
| 21. | AT&T Center, San Antonio | 79,204 | 909,333 | 192 | 3,330 | 10,124 | 218 |
| 22. | SAP Center at San Jose (Calif.) | 56,761 | 866,475 | 502 | 5,946 | 9,735 | 212 |
| 23. | Pepsi Center, Denver | 62,404 | 1,005,927 | 269 | 2,136 | 4,066 | 210 |
| 24. | Xcel Energy Center, Minneapolis | 41,983 | 682,934 | 914 | 8,224 | 20,617 | 208 |
| 25. | Verizon Center, Washington | 58,258 | 905,357 | 341 | 2,675 | 10,970 | 208 |
| 26. | Bell Centre, Montreal | 98,550 | 935,059 | 58 | 517 | 1,112 | 200 |
| 27. | Prudential Center, Newark, N.J. | 53,820 | 626,885 | 1,215 | 7,729 | 18,306 | 198 |
| 28. | Honda Center, Anaheim, Calif. | 41,388 | 602,763 | 933 | 10,075 | 15,418 | 192 |
| 29. | KFC Yum! Center, Louisville, Ky | 77,332 | 462,855 | 277 | 5,112 | 29,353 | 188 |
| 30. | Sprint Center, Kansas City | 69,889 | 464,290 | 1,813 | 6,726 | 23,303 | 186 |
| 31. | Philips Arena, Atlanta | 50,537 | 660,998 | 373 | 4,893 | 15,784 | 183 |
| 32. | Rogers Arena, Vancouver, B.C. | 35,407 | 556,625 | 235 | 5,764 | 17,569 | 166 |
| 33. | Chesapeake Energy Arena, Oklahoma City | 46,664 | 465,165 | 320 | 6,532 | 18,160 | 160 |
| 34. | The Palace of Auburn Hills (Mich.) | 52,212 | 481,143 | 564 | 6,289 | 15,400 | 159 |
| 35. | Joe Louis Arena, Detroit | 50,870 | 709,188 | 0 | 0 | 3,331 | 145 |
| 10,001 TO 15,000 CAPACITY | | | | | | | |
| 1. | MTS Centre, Winnipeg, Manitoba | 32,210 | 226,542 | 251 | 6,138 | 20,229 | 117 |
| 2. | The SSE Hydro, Glasgow, Scotland | 106,355 | 210,075 | 167 | 8,595 | 252 | 113 |
| 3. | Budweiser Gardens, London, Ontario | 46,679 | 116,629 | 107 | 1,987 | 32,093 | 111 |
| 4. | Intrust Bank Arena, Wichita, Kan. | 63,429 | 64,948 | 1,102 | 5,148 | 17,494 | 96 |
| 5. | Van Andel Arena, Grand Rapids, Mich. | 36,570 | 262,764 | 870 | 2,089 | 11,468 | 93 |
| 6. | Bethel Woods (N.Y.) Center for the Arts | 67,072 | 133,106 | 683 | 3,886 | 4,481 | 76 |

FREEZE FRAME
 @ThePalace
 21 48
 April 8



The Palace at Auburn Hills gives this staff member some love, showing off his moves on Dance Cam. #TheDancingUsher

FREEZE FRAME
 @MTSCentre
 73 1
 Feb. 11



MTS Centre promotes its Valentines Day ticket special with a whole lot of pink and heart emojis. #MTSCentre

power100

| RANK | VENUE | FACEBOOK LIKES | FACEBOOK CHECKINS | INSTAGRAM POSTS | INSTAGRAM FOLLOWERS | TWITTER FOLLOWERS | SMP SCORE |
|---------------------------------|---|----------------|-------------------|-----------------|---------------------|-------------------|-----------|
| 7. | Spokane (Wash.) Veterans Mem. Arena | 34,271 | 162,823 | 419 | 4,364 | 6,101 | 72 |
| 8. | Jacksonville (Fla.) Veterans Mem. Arena | 15,241 | 308,229 | 570 | 2,352 | 683 | 71 |
| 9. | Royal Farms Arena, Baltimore | 24,435 | 262,524 | 371 | 1,156 | 5,063 | 70 |
| 10. | Gwinnett Center, Duluth, Ga. | 24,321 | 19,4920 | 379 | 1,258 | 7,539 | 64 |
| 11. | Bryce Jordan Center, Univ. Park, Pa. | 43,306 | 98,290 | 324 | 1,661 | 10,775 | 63 |
| 12. | Cajundome, Lafayette, La. | 31,890 | 130,542 | 641 | 3,335 | 6,360 | 63 |
| 13. | Citizens Business Bank Arena, Ontario, Calif. | 20,947 | 228,092 | 447 | 2,084 | 1,521 | 60 |
| 14. | Walmart Arkansas Music Pavilion, Rogers | 39,038 | 53,725 | 209 | 4,939 | 6,888 | 59 |
| 15. | Valley View Casino Center, San Diego | 18,753 | 232,978 | 374 | 1,739 | 2,034 | 59 |
| 5,001 TO 10,000 CAPACITY | | | | | | | |
| 1. | Mohegan Sun Arena, Uncasville, Conn. | 508,760 | 1,031,487 | 379 | 21,554 | 114,878 | 693 |
| 2. | Radio City Music Hall, New York | 164,207 | 61,4014 | 1,209 | 36,890 | 42,269 | 405 |
| 3. | Red Rocks Amphitheatre, Morrison, Colo. | 460,209 | 966,971 | 2 | 6,102 | 166 | 370 |
| 4. | Microsoft Theatre L.A. Live | 92,558 | 520,580 | 1,859 | 10,526 | 33,032 | 239 |
| 5. | Club La Vela, Panama City Beach, Fla. | 61,333 | 82,749 | 255 | 7,466 | 6,316 | 82 |
| 6. | Wolf Trap Nat. Park for Perf. Arts, Vienna, Va. | 19135 | 173701 | 648 | 4814 | 11172 | 81 |
| 7. | Bank of New Hampshire Pavilion, Gilford | 136,891 | 80,289 | 271 | 2,737 | 15 | 80 |
| 8. | General Motors Centre, Oshawa, Ontario | 33,407 | 58,955 | 588 | 6,832 | 10,450 | 74 |
| 9. | Wild Bill's, Duluth, Ga. | 71,229 | 100,602 | 0 | 0 | 6,795 | 59 |
| 10. | The Amph. at the Wharf, Orange Beach, Ala. | 52,163 | 57,007 | 356 | 3,832 | 5,350 | 58 |
| 2,001 TO 5,000 CAPACITY | | | | | | | |
| 1. | Ryman Auditorium, Nashville, Tenn. | 162,258 | 290,441 | 815 | 51,745 | 186,329 | 696 |
| 2. | Fox Theatre, Atlanta | 163,227 | 403,250 | 510 | 9,776 | 78,778 | 331 |
| 3. | Carnegie Hall, New York, N.Y. | 161,107 | 248,520 | 858 | 4,755 | 82,248 | 293 |
| 4. | ACL Live at Moody Theater | 104,804 | 182,779 | 1,320 | 18,414 | 66,912 | 285 |
| 5. | House of Blues, Orlando (Lake Buena Vista) | 151,913 | 359,614 | 1,634 | 13,480 | 40,688 | 263 |
| 6. | The Tabernacle, Atlanta, Ga. | 131,533 | 199,672 | 1,166 | 19,692 | 44,418 | 258 |
| 7. | House of Blues, Boston | 148,870 | 350,005 | 225 | 10,885 | 46,758 | 256 |
| 8. | The Pageant, St. Louis | 110,438 | 204,347 | 1,323 | 12,280 | 41,050 | 215 |
| 9. | The Fillmore Detroit, Detroit | 112,740 | 155,939 | 1,066 | 12,696 | 29,936 | 186 |
| 10. | Stubb's, Austin, Texas | 94,093 | 242,076 | 295 | 10,810 | 30,931 | 184 |
| 2,000 AND FEWER CAPACITY | | | | | | | |
| 1. | The Roxy, West Hollywood | 459,067 | 130,330 | 961 | 34,182 | 147,225 | 640 |
| 2. | House of Blues, Houston | 176,391 | 361,582 | 1,715 | 12,921 | 84,536 | 358 |
| 3. | First Avenue, Minneapolis, Minn. | 97,951 | 152,168 | 1,177 | 24,336 | 94,303 | 355 |
| 4. | House of Blues Dallas | 168,236 | 398,723 | 1,367 | 12,961 | 78,202 | 347 |
| 5. | 9:30 Club Washington DC | 99,186 | 249,498 | 2,631 | 23,296 | 80,260 | 345 |
| 6. | Avalon Hollywood, Hollywood, Calif. | 116,423 | 110,266 | 3,990 | 43,191 | 33,961 | 322 |
| 7. | House of Blues, New Orleans | 132,999 | 171,285 | 2,460 | 14,754 | 55,478 | 262 |
| 8. | Viper Room, West Hollywood | 71,804 | 104,504 | 1,832 | 16,797 | 57,131 | 235 |
| 9. | House of Blues, Chicago | 175,050 | 289,651 | 1,937 | 9,274 | 31,546 | 226 |
| 10. | Cain's Ballroom, Tulsa, Okla. | 110,943 | 143,099 | 997 | 14,612 | 45,541 | 222 |
| 11. | Granada Theatre, Dallas | 103,807 | 99,610 | 1,810 | 13,238 | 48,155 | 215 |
| 12. | House of Blues, Cleveland | 91,337 | 163,446 | 1,391 | 11,988 | 45,879 | 209 |
| 13. | House of Blues, Anaheim | 94,868 | 316,504 | 1,950 | 10,572 | 32,358 | 206 |
| 14. | House of Blues, San Diego | 92,585 | 223,954 | 2,424 | 12,399 | 32,932 | 200 |
| 15. | The Fillmore, San Francisco | 116,672 | 171,516 | 1,430 | 13,730 | 29,591 | 195 |
| 16. | The Troubador - West Hollywood, Calif. | 64,255 | 114,862 | 591 | 12,443 | 47,987 | 193 |
| 17. | Gruene Hall, New Braunfels, Texas | 214,305 | 19,4110 | 264 | 9,459 | 13,635 | 184 |
| 18. | Metro Chicago | 54,472 | 112,770 | 1,136 | 9,995 | 49,031 | 183 |
| 19. | House of Blues, Las Vegas | 143,271 | 228,962 | 1,832 | 7,580 | 18,898 | 171 |
| 20. | Belly Up Tavern, Solano Beach, Calif. | 65,251 | 123,434 | 1,368 | 13,339 | 28,721 | 163 |

HOW WE DID IT

Venues Today continues to use the 'big three' digital platforms of Facebook, Instagram and Twitter for ranking venues on its #SMP100 chart. Venues Today also continues to consult the #SMP100 Advisory Council, consisting of three social marketing leaders as a way to receive feedback and further refine and expand the formula for the Social Media Power 100 Chart.

FREEZE FRAME

@TheWharf

👍 41 🔄 15

April 25

The Amphitheater at the Wharf shared a photo of Main Street being lit in blue in honor of National Autism Awareness Month.



FREEZE FRAME

@ThePageantSTL

🔄 7

April 20

The Pageant reminded followers of road closures over Twitter with a link to more information.



FREEZE FRAME

@granadatheater

❤️ 20

April 29

Granada Theater counts down to a tunes and brews festival with daily posts on Instagram. #BugsandBrews.

