

VT Social media

FREEZE FRAME

@SoldierField
 1,063 178
 July 4

Soldier Field shared a photo of the packed stadium from the Grateful Dead's Fare Thee Well tour. #Dead50



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

FREEZE FRAME

@kfc_yumcenter
 2 5
 July 8

KFC Yum! Center promotes NBA preseason games on their Twitter account. #NBAatYum



FREEZE FRAME

@JordanCenter
 86 3
 April 23

Bryce Jordan Center posted a throwback of Garth Brooks riding the Zamboni the last time he was in State College. #tbt



RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
30,001 OR MORE CAPACITY					
1	Gillette Stadium, Foxborough, Mass.	126,473	218,812	117,377	813
2	AT&T Stadium, Arlington, Texas	204,286	26,922	64,013	452
3	Levi's Stadium, Santa Clara, Calif.	215,098	58,965	29,865	293
4	Turner Field, Atlanta	63,440	11,418	210	227
5	CenturyLink Field, Seattle	49,698	43,393	11,119	211
6	Georgia Dome, Atlanta	41,051	7,610	18,502	201
7	Arena Fonte Nova, Salvador, Brazil	399,958	25,448	10,638	199
8	Soldier Field Stadium, Chicago	69,461	2,290	6,498	170
9	Lincoln Financial Field, Philadelphia	55,476	0	18,422	159
10	Raymond James Stadium, Tampa, Fla.	34,854	7,840	7,875	148
15,001 TO 30,000 CAPACITY					
1	Madison Square Garden, New York	478,119	76,672	168,113	992
2	Staples Center, Los Angeles	202,730	37,721	65,588	599
3	Hollywood Bowl, Los Angeles	305,958	11,885	124,640	459
4	TD Garden, Boston	129,712	72,466	57,355	450
5	United Center, Chicago	114,011	31,251	37,522	409
6	Barclays Center, Brooklyn, N.Y.	202,642	31,592	41,822	336
7	Arena Ciudad de Mexico, Mexico City	178,585	5,380	111,476	286
8	Amway Center, Orlando, Fla	105,854	12,277	39,391	266
9	Rupp Arena, Lexington, Ky.	191,986	52,682	26,703	259
10	Air Canada Centre, Toronto	52,403	72,466	21,707	224
11	Quicken Loans Arena, Cleveland	59,105	35,738	14,620	221
12	American Airlines Center, Dallas	47,320	5,555	13,172	220
13	Consol Energy Center, Pittsburgh	103,086	3,424	29,046	218
14	Oracle Arena, Oakland, Calif.	27,153	40,580	8,249	215
15	Wells Fargo Center, Philadelphia	120,866	5,810	21,145	208
16	Toyota Center, Houston	85,881	10,736	7,394	199
17	American Airlines Arena, Miami	132,435	3,190	16,940	181
18	Bridgestone Arena, Nashville, Tenn.	46,448	4,552	24,215	173
19	Amalie Arena, Tampa, Fla.	49,633	5,069	23,703	170
20	BOK Center, Tulsa, Okla	76,680	6,103	33,018	160
21	SAP Center at San Jose (Calif.)	44,489	4,082	8,785	155
22	Sprint Center, Kansas City, Mo.	61,615	4,552	21,164	149
23	Pepsi Center, Denver	46,148	1,707	3,144	147
24	Prudential Center, Newark, N.J.	45,015	4,552	15,135	147
25	Xcel Energy Center, Minneapolis	30,448	3,661	17,397	145
26	Bell Centre, Montreal	88,560	0	1,025	143
27	Verizon Center, Washington	49,482	1,497	9,676	143
28 [T]	Philips Arena, Atlanta	35,780	3,208	14,335	139
28 [T]	Honda Center, Anaheim, Calif.	32,111	6,919	14,458	139
30	Greensboro (N.C.) Coliseum	41,857	2,140	15,625	138
31	Rogers Arena, Vancouver, British Columbia	30,535	3,503	16,460	129
32	KFC Yum! Center, Louisville, Ky	65,692	2,458	23,656	125
33	The Palace of Auburn Hills (Mich.)	38,371	4,993	13,287	123
34	Chesapeake Energy Arena, Oklahoma City	35,868	6,255	17,273	113
35	Cynthia Woods Mitchell Pavilion, Houston	70,475	1,066	8,260	110
10,001 TO 15,000 CAPACITY					
1	Budweiser Gardens, London, Ontario	44,005	1,231	25,947	97
2	MTS Centre, Winnipeg, Manitoba	26,625	3,894	17,380	80
3	Intrust Bank Arena, Wichita, Kan.	50,527	2,375	14,132	79
4	Van Andel Arena, Grand Rapids, Mich.	28,106	1,534	10,264	73
5	Gwinnett Center, Duluth, Ga.	18,558	925	6,929	55
6	Bryce Jordan Center, University Park, Pa.	37,245	1,168	9,695	51

power100

RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
7	Spokane (Wash.) Veterans Memorial Arena		30,733	2,760	5,388	51
8	Royal Farms Arena, Baltimore		19,199	897	4,388	50
9	Cajundome, Lafayette, La.		28,184	1,918	5,491	47
10	Allen County War Mem. Coliseum, Fort Wayne, Ind.		16,298	1,178	7,258	46
11	Bethel Woods (N.Y.) Center for the Arts		54,656	2,670	4,117	45
12	Jacksonville (Fla.) Veterans Memorial Arena		11,397	0	469	44
13	Verizon Wireless Amphitheatre, Alpharetta, Ga.		27,186	497	5,917	43
14	Citizens Business Bank Arena, Ontario, Calif.		17,397	1,387	1,343	43
15	Stephen C. O'Connell Center, Gainesville, Fla.		11,595	2,131	4,295	42
5,001 TO 10,000 CAPACITY						
1	Radio City Music Hall, New York		137,784	23,088	32,937	230
2	Mohegan Sun Arena, Uncasville, Conn.		10,320	6,531	68,803	229
3	Greek Theatre, Los Angeles		98,455	3,370	34,481	132
4	Microsoft Theater L.A. Live		81,343	8,269	49	110
5	Red Rocks Amphitheatre, Morrison, Colo.		677	2,503	34,437	77
6	Club La Vela, Panama City Beach, Fla.		56,676	5,955	5,891	57
7	Wolf Trap National Park for Perf. Arts, Vienna, Va.		39,580	1,850	10,076	47
8	General Motors Centre, Oshawa, Ontario		28,175	3,321	9,808	46
9	Wild Bill's, Duluth, Ga.		66,305	44	6,456	46
10	ShoWare Center, Kent, Wash.		9,023	318	1,668	39
2,001 TO 5,000 CAPACITY						
1	Ryman Auditorium, Nashville, Tenn.		131,836	25,261	156,754	452
2	Fox Theatre, Atlanta		137,472	3,574	63,106	237
3	Carnegie Hall, New York, N.Y.		117,702	1,946	66,874	214
4	ACL Live at Moody Theater, Austin, Texas		94,633	7,567	54,493	185
5	House of Blues, Boston		129,156	1,571	44,057	183
6	House of Blues, Orlando (Lake Buena Vista)		135,111	6,883	33,293	176
7	The Tabernacle, Atlanta		114,028	6,523	38,849	151
8	The Pageant, St. Louis		93,154	5,700	35,677	150
9	Pantages Theatre, Hollywood, Calif.		52,117	5,642	12,934	150
10	Adrienne Arsht Center for the Perf. Arts of Miami		55408	7018	21677	138
2,000 AND FEWER CAPACITY						
1	The Roxy, West Hollywood, Calif.		459,543	26,785	143,046	487
2	9:30 Club, Washington		88,132	15,210	71,749	281
3	House of Blues, Houston		153,660	7,015	68,175	257
4	House of Blues, Dallas		148,650	7,125	68,483	256
5	First Avenue, Minneapolis		74,499	13,628	71,297	230
6	House of Blues, New Orleans		122,423	8,454	49,450	197
7	House of Blues Sunset Strip, West Hollywood, Calif.		103,222	11,730	41,977	194
8	Avalon Hollywood (Calif.)		107,713	22,087	32,195	186
9	Viper Room, West Hollywood, Calif.		64,705	8,072	53,995	180
10	Granada Theatre, Dallas		96,315	8,919	42,173	174
11	House of Blues, Anaheim		81,149	6,808	30,357	164
12	House of Blues, Cleveland		82,081	7,710	42,017	163
13	House of Blues, Chicago		154,788	5,951	29,544	155
14	House of Blues, San Diego		79,779	7,261	29,992	147
15	Metro Chicago		47,719	6,141	41,159	141
16	Cain's Ballroom, Tulsa, Okla.		94,865	5,000	33,187	132
17	The Fillmore, San Francisco		108,042	7,334	27,019	129
18	The Troubador - West Hollywood, Calif.		51,899	4,421	40,889	126
19	House of Blues, Las Vegas		133,838	4,447	17,627	121
20	Sound Board at MotorCity Casino Hotel, Detroit		25367	1998	37188	117

FREEZE FRAME
@RedRocksOnline
👍 1,562 📌 74
July 26



Red Rocks Park and Amphitheatre posted this photo to celebrate The String Cheese Incident's 30th show at the venue. #RedRocksCO

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.

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@930club



📌 4 ★ 28
Aug. 4
The 9:30 Club announced they're joining Snapchat over Twitter. #nightclub930

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