

VT Social media

FREEZE FRAME

@The Georgia Dome

👍 39

July 27

Guns N' Roses

rocked The Georgia Dome with their song "It's So Easy" out of the gate.



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

TWITTER

500 Followers = 1 Point

FREEZE FRAME

@AirCanadaCentre

👍 10 👍 37

Aug. 1

Drake was "Lookin for Revenge" on his Summer Sixteen Tour at the Air Canada Centre.



FREEZE FRAME

@INTRUSTBankArena

👍 226 👍 61

July 25

Wichita welcomed

KISS back after a 15 year absence at the Intrust Bank Arena on their Freedom To Rock Tour.



RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
30,001 OR MORE CAPACITY						
1	Gillette Stadium, Foxborough, Mass.	163,039	968,662	358,714	149,643	1,961
2	AT&T Stadium, Arlington, Texas	275,003	1,836,695	63,012	77,092	822
3	Levi's Stadium, Santa Clara, Calif.	281,247	828,863	99,123	38,138	723
4	CenturyLink Field, Seattle	75,539	807,251	91,444	14,567	560
5	Arena Fonte Nova, Salvador, Brazil	414,274	201,594	58,358	13,459	460
6	MetLife Stadium, East Rutherford, N.J.	102,213	1,159,344	23,829	30,716	391
7	Georgia Dome, Atlanta	57,023	1,039,294	14,540	20,140	294
8	Soldier Field Stadium, Chicago	84,931	1,103,754	5,988	11,350	265
9	Turner Field, Atlanta	70,785	1,392,093	0	241	261
10	Arena das Dunas, Natal, Brazil	65,251	194,925	42,451	3,974	236
15,001 TO 30,000 CAPACITY						
1	Madison Square Garden, New York	603,231	3,171,969	114,227	183,494	1,594
2	Staples Center, Los Angeles	252,757	2,522,719	63,525	84,912	945
3	TD Garden, Boston	146,265	1,247,900	92,623	62,987	763
4	Hollywood Bowl, Los Angeles	333,834	1,018,569	27,072	157,604	727
5	United Center, Chicago	142,734	1,678,204	67,859	43,401	695
6	Barclays Center, Brooklyn, N.Y.	236,107	1,057,855	37,355	50,501	521
7	Rupp Arena, Lexington, Ky.	204,139	436,951	71,598	30,296	501
8	Arena Ciudad de Mexico, Mexico City	293,675	231,456	9,448	151,234	496
9	Oracle Arena, Oakland, Calif.	43,100	745,251	81,626	13,379	495
10	Quicken Loans Arena, Cleveland	81,843	875,970	63,459	19,097	471
11	Arena Monterrey (Mexico)	352,118	147,271	12,318	125,805	466
12	Amway Center, Orlando, Fla	142,650	889,250	22,792	54,314	405
13	American Airlines Center, Dallas	71,226	1,387,804	12,259	17,661	344
14	Wells Fargo Center, Philadelphia	134,911	992,036	10,362	23,645	308
15	Toyota Center, Houston	105,934	1,071,798	17,763	107	292
16	CONSOL Energy Center, Pittsburgh	113,888	906,440	4,874	31,256	279
17	Bridgestone Arena, Nashville, Tenn.	64,639	845,963	12,163	31,234	278
18	BOK Center, Tulsa, Okla	94,341	387,907	16,786	52,879	275
19	American Airlines Arena, Miami	151,434	956,419	3,118	19,661	272
20	Amalie Arena, Tampa, Fla.	60,228	814,379	11,210	30,444	266
21	Air Canada Centre, Toronto	66,868	1,022,068	0	27,859	253
22	SAP Center at San Jose (Calif.)	58,892	934,599	7,692	10,591	231
23	AT&T Center, San Antonio	81,891	949,326	3,956	11,027	229
24	Xcel Energy Center, Minneapolis	44,283	715,949	9,668	21,932	220
25	Verizon Center, Washington	59,268	939,367	3,027	11,277	215
26	Pepsi Center, Denver	66,243	1,037,516	0	4,325	208
27	Prudential Center, Newark, N.J.	55,512	659,510	8,475	19,362	205
28	Bell Centre, Montreal	99,567	967,686	0	0	201
29	KFC Yum! Center, Louisville, Ky	79,241	484,548	5,808	30,799	197
30	Honda Center, Anaheim, Calif.	42,598	617,565	10,871	15,724	195
31	Philips Arena, Atlanta	53,983	709,377	5,610	16,207	195
32	Sprint Center, Kansas City	71,957	494,475	7,622	24,153	190
33	Rogers Arena, Vancouver, British Columbia	35,818	575,404	6,134	17,848	170
34	Chesapeake Energy Arena, Oklahoma City	48,835	500,086	7,054	18,409	168
35	DTE Energy Music Theatre, Clarkston, Mich.	98,474	461,675	4,801	15,975	167
10,001 TO 15,000 CAPACITY						
1	MTS Centre, Winnipeg, Manitoba	33,948	239,558	7,799	21,456	128
2	The SSE Hydro, Glasgow, Scotland	107,317	219,981	10,286	253	121
3	Budweiser Gardens, London, Ontario	48,278	125,731	2,712	35,007	121
4	Intrust Bank Arena, Wichita, Kan.	65,613	74,821	6,056	20,832	105
5	Van Andel Arena, Grand Rapids, Mich.	39,299	304,969	2,398	11,796	100
6	Bethel Woods (N.Y.) Center for the Arts	70,212	156,858	5,423	4,745	85

power 100

RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
7	Jacksonville (Fla.) Veterans Memorial Arena	16,079	336,365	3,002	807	76
8	Spokane (Wash.) Veterans Memorial Arena	36,209	172,232	4,846	6,265	75
9	Walmart Arkansas Music Pavilion, Rogers	42,745	61,930	7,651	7,452	73
10	Royal Farms Arena, Baltimore	25,095	282,987	1,208	5,264	73
11	Infinite Energy Center, Duluth, Ga.	25,173	225,600	1,379	7,711	69
12	Cajundome, Lafayette, La.	35,189	140,587	3,913	6,506	66
13	Bryce Jordan Center, University Park, Pa.	44,899	104,106	1,693	11,044	64
14	Citizens Business Bank Arena, Ontario, Calif.	21,279	252,672	2,350	1,592	63
15	Austin360 Amphitheater, Del Valle, Texas	29,874	111,383	4,983	5,659	62
5,001 TO 10,000 CAPACITY						
1	Mohegan Sun Arena, Uncasville, Conn.	545,948	1,092,914	28,113	134,147	781
2	Radio City Music Hall, New York	169,069	650,316	41,058	43,637	428
3	Red Rocks Amphitheatre, Morrison, Colo.	484,600	1,170,302	8,162	565	423
4	Nokia Theatre L.A. Live	96,688	551,402	11,886	37,699	254
5	Wolf Trap National Park for Perf. Arts, Vienna, Va.	20,243	211,722	6,568	11,918	93
6	Club La Vela, Panama City Beach, Fla.	63,708	90,092	7,927	6,403	85
7	Bank of New Hampshire Pavilion, Gilford	144,840	104,919	0	47	76
8	General Motors Centre, Oshawa, Ontario	34,347	62,664	7,410	10,609	75
9	The Amph. at the Wharf, Orange Beach, Ala.	56,123	73,206	6,374	5,374	71
10	U.S. Cellular Center, Cedar Rapids, Iowa	15,401	51,200	11,707	1,886	65
2,001 TO 5,000 CAPACITY						
1	Ryman Auditorium, Nashville, Tenn.	168,376	318,875	63,679	198,870	773
2	Carnegie Hall, New York, N.Y.	174,234	274,874	37,860	84,753	436
3	Fox Theatre, Atlanta	166,836	432,786	13,428	90,322	373
4	ACL Live at Moody Theater	106,720	187,264	22,823	70,625	306
5	The Tabernacle, Atlanta, Ga.	135,220	210,738	24,076	45,780	277
6	House of Blues, Orlando (Lake Buena Vista)	156,237	391,038	15,813	41,517	274
7	House of Blues, Boston	153,589	370,349	13,085	47,152	270
8	The Pageant, St. Louis	114,430	213,681	15,348	43,204	229
9	The Rave Ballroom/Eagles Club, Milwaukee	182,791	210,592	11,750	30,281	216
10	Stubb's, Austin, Texas	96,248	254,973	13,521	32,007	199
2,000 AND FEWER CAPACITY						
1	The Roxy, West Hollywood	456,740	135,798	38,394	147,958	655
2	First Avenue, Minneapolis, Minn.	104,016	172,346	30,193	109,036	409
3	House of Blues, Houston	183,714	383,881	16,706	87,267	379
4	House of Blues Dallas	173,155	421,294	16,226	80,065	365
5	9:30 Club Washington DC	101,900	262,200	25,608	82,363	352
6	Avalon Hollywood, Hollywood, Calif.	122,159	121,342	46,740	34,445	325
7	House of Blues, New Orleans	136,496	183,251	16,832	57,635	268
8	Cain's Ballroom, Tulsa, Okla.	115,287	152,966	18,986	53,003	254
9	Viper Room, West Hollywood	73,443	110,462	19,722	57,682	242
10	House of Blues, Chicago	180,056	312,100	10,901	31,891	231
11	Granada Theatre, Dallas	105,086	106,159	15,110	49,563	219
12	House of Blues, Cleveland	93,975	173,253	13,984	46,587	216
13	Gruene Hall, New Braunfels, Texas	218,531	216,284	14,244	14,251	209
14	The Troubador - West Hollywood, Calif.	66,877	122,160	15,581	49,470	208
15	House of Blues, San Diego	98,648	239,752	14,898	33,493	206
16	House of Blues, Anaheim	96,147	325,096	11,561	32,556	204
17	The Fillmore, San Francisco	118,557	179,419	15,647	30,090	200
18	Metro Chicago	56,627	122,670	11,860	51,123	193
19	The Orange Peel, Asheville, N.C.	76,920	92,478	16,086	34,292	179
20	House of Blues, Las Vegas	146,139	244,886	9,313	19,195	175

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

@RedRocksCO

👍 34

Aug. 3

LCD Soundsystem brought their long-standing brand of magic to Red Rocks Park and Amphitheatre.



FREEZE FRAME

@HOBoston

👍 8 🗨️ 3

Aug. 8

The Go-Go's are set to perform in Boston at the House of Blues on their Farewell Tour.



FREEZE FRAME

@avalonhollywood

👍 4

Aug. 5

Dieselboy, Downlink, Mayhem, and not sorry returned for the second round of their Blood Sweat and Bass Tour at Avalon Hollywood.

