

# VT Social media

## FREEZE FRAME

@MetLifeStadium

👍 123 🗨️ 0

Aug. 9

MetLife Stadium

promotes Bruce

Springsteen's upcoming Broadway debut this fall.



## FREEZE FRAME

@Golden1Center

👍 15 ❤️ 71

Aug. 13

Golden 1 Center is

getting fans pumped

for the upcoming Kendrick Lamar concert.



## 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

# 08.2017

## FREEZE FRAME

@intrustbankarena

❤️ 156 🗨️ 3

July 19

Intrust Bank Arena

shares a photo of

Paul McCartney doing what he does best.



RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
<b>30,001 OR MORE CAPACITY</b>						
1	Gillette Stadium, Foxborough, Mass.	180,648	1,332,740	435,000	188,416	2,411
2	AT&T Stadium, Arlington, Texas	297,840	2,441,713	103,000	91,907	1,122
3	Levi's Stadium, Santa Clara, Calif.	291,442	1,132,289	102,000	39,608	793
4	CenturyLink Field, Seattle	83,745	1,134,283	102,000	16,999	665
5	Arena Fonte Nova, Salvador, Brazil	412,504	302,499	88,600	18,481	607
6	MetLife Stadium, East Rutherford, N.J.	116,368	1,631,054	29,800	34,643	507
7	Georgia Dome, Atlanta	64,908	1,377,180	20,300	22,082	381
8	Arena das Dunas, Natal, Brazil	77,775	283,601	68,800	4,703	363
9	Soldier Field Stadium, Chicago	88,514	1,338,403	7,731	12,443	314
10	University of Phoenix Stadium, Glendale, Ariz.	54,958	1,114,404	19,000	6,291	296
<b>15,001 TO 30,000 CAPACITY</b>						
1	Madison Square Garden, New York	645,679	3,495,215	147,000	202,586	1,834
2	Staples Center, Los Angeles	265,949	3,018,699	73,700	89,933	1,084
3	Hollywood Bowl, Los Angeles	364,830	1,328,455	52,800	196,003	971
4	TD Garden, Boston	152,904	1,641,569	108,000	67,854	902
5	United Center, Chicago	149,298	2,105,139	82,700	45,006	831
6	Arena Monterrey (Mexico)	447,554	410,232	18,800	161,270	645
7	Barclays Center, Brooklyn, N.Y.	252,185	1,413,351	46,000	56,178	633
8	Arena Ciudad de Mexico, Mexico City	364,471	414,953	15,300	168,748	614
9	Quicken Loans Arena, Cleveland	101,605	1,201,785	74,600	21,811	583
10	Oracle Arena, Oakland, Calif.	50,818	859,084	91,100	17,272	562
11	Rupp Arena, Lexington, Ky.	206,400	528,301	76,400	32,923	542
12	Amway Center, Orlando, Fla.	155,946	1,137,455	28,800	67,325	502
13	American Airlines Center, Dallas	86,118	1,841,682	17,400	20,572	452
14	Bridgestone Arena, Nashville, Tenn.	83,051	1,188,619	22,900	39,269	401
15	Golden 1 Center, Sacramento, Calif.	113,756	903,577	37,900	23,017	394
16	BOK Center, Tulsa, Okla.	123,075	501,231	24,400	77,395	385
17	Toyota Center, Houston	118,086	1,328,107	23,600	101	363
18	Wells Fargo Center, Philadelphia	141,011	1,195,465	13,500	26,210	362
19	Amalie Arena, Tampa, Fla.	67,122	1,150,978	14,600	35,047	347
20	PPG Paints Arena, Pittsburgh	119,393	1,179,504	8,099	34,327	345
21	Air Canada Centre, Toronto	74,062	1,372,312	4,320	31,586	339
22	American Airlines Arena, Miami	162,702	1,221,307	3,144	20,799	323
23	Xcel Energy Center, Minneapolis	71,048	1,014,058	13,200	27,293	305
24	AT&T Center, San Antonio	95,646	1,239,050	6,377	12,883	296
25	SAP Center at San Jose (Calif.)	64,566	1,199,363	10,300	11,844	291
26	Capital One Arena, Washington	69,990	1,297,589	4,270	12,833	287
27	Pepsi Center, Denver	78,351	1,330,004	4,608	5,415	282
28	Prudential Center, Newark, N.J.	64,109	899,970	12,500	23,114	272
29	Honda Center, Anaheim, Calif.	50,175	837,760	14,000	17,856	251
30	T-Mobile Arena, Las Vegas	35,631	314,507	36,200	17,021	246
31	Philips Arena, Atlanta	68,033	910,451	7,107	17,558	242
32	Sprint Center, Kansas City	81,294	677,826	10,300	27,826	242
33	KFC Yum! Center, Louisville, Ky.	91,439	601,116	6,802	36,146	236
34	Talking Stick Resort Arena, Phoenix, Ariz.	61,122	1,028,336	5,338	6,081	229
35	Bell Centre, Montreal	101,942	1,076,236	485	1,274	225
<b>10,001 TO 15,000 CAPACITY</b>						
1	The SSE Hydro, Glasgow, Scotland	127,501	524,469	13,200	330	192
2	Bell MTS Place, Winnipeg, Manitoba	38,348	316,333	13,600	22,900	168
3	Budweiser Gardens, London, Ontario	53,792	161,305	4,505	43,878	154
4	Intrust Bank Arena, Wichita, Kan.	76,211	122,532	7,625	32,085	146
5	Van Andel Arena, Grand Rapids, Mich.	50,338	436,520	3,054	12,799	131
6	Bethel Woods (N.Y.) Center for the Arts	79,968	207,895	9,541	5,225	115

# power100

RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
7	Walmart Arkansas Music Pavilion, Rogers	54,612	92,673	11,300	8,910	100
8	Scotiabank Centre, Halifax, Nova Scotia	14,408	122,589	13,700	9,643	100
9	Infinite Energy Center, Duluth, Ga.	33,051	371,476	1,882	8,653	100
10	Jacksonville (Fla.) Veterans Memorial Arena	20,883	419,326	4,250	1,001	97
11	Spokane (Wash.) Veterans Memorial Arena	45,453	227,301	6,071	7,068	94
12	Royal Farms Arena, Baltimore	29,313	360,899	1,630	5,774	90
13	Austin360 Amphitheater, Del Valle, Texas	38,084	175,185	7,726	6,461	88
14	Citizens Business Bank Arena, Ontario, Calif.	25,181	328,339	3,365	1,803	82
15	Save Mart Center, Fresno, Calif.	28,497	195,560	7,589	3,466	81

## 5,001 TO 10,000 CAPACITY

1	Mohegan Sun Arena, Uncasville, Conn.	622,183	1,312,840	40,800	193,144	1,017
2	Red Rocks Amphitheatre, Morrison, Colo.	537,071	1,620,111	12,900	863	538
3	Radio City Music Hall, New York	194,234	852,917	54,500	49,386	537
4	Billy Bob's Texas, Ft. Worth	250,475	520,385	62,900	45,657	530
5	Microsoft Theater, Los Angeles	109,635	660,437	16,000	52,231	322
6	Wolf Trap National Park for Perf. Arts, Vienna, Va.	22,913	267,081	9,528	12,970	118
7	Bank of New Hampshire Pavilion, Gilford	160,580	151,061	6,115	46	114
8	The Amph. at the Wharf, Orange Beach, Ala.	72,333	103,272	10,400	5,386	99
9	Club La Vela, Panama City Beach, Fla.	70,471	104,442	9,323	6,702	96
10	U.S. Cellular Center, Cedar Rapids, Iowa	18,659	70,177	17,900	2,052	95

## 2,001 TO 5,000 CAPACITY

1	Ryman Auditorium, Nashville, Tenn.	194,053	446,648	98,300	245,409	1,036
2	Carnegie Hall, New York, N.Y.	211,738	352,971	67,000	90,762	593
3	Fox Theatre, Atlanta	189,977	563,759	25,600	155,577	584
4	ACL Live at Moody Theater, Austin, Texas	117,497	222,530	34,300	82,546	386
5	The Tabernacle, Atlanta, Ga.	148,132	269,802	34,800	55,352	354
6	House of Blues, Orlando (Lake Buena Vista)	178,764	525,811	21,400	43,984	333
7	House of Blues, Boston	171,677	463,473	20,100	48,994	324
8	The Pageant, St. Louis	128,027	269,626	21,500	49,201	281
9	The Wiltern, Los Angeles	84,797	242,968	24,200	33,529	238
10	Stubb's, Austin, Texas	102,416	292,209	19,900	34,429	238

## 2,000 AND FEWER CAPACITY

1	The Roxy, West Hollywood	452,726	158,762	49,900	150,976	709
2	First Avenue, Minneapolis, Minn.	118,343	231,071	40,800	161,353	572
3	House of Blues, Houston	201,143	463,562	25,900	99,418	460
4	House of Blues Dallas	188,900	517,894	23,600	90,052	436
5	Avalon Hollywood, Hollywood, Calif.	126,680	158,936	65,300	35,726	410
6	9:30 Club Washington DC	111,693	306,537	31,700	89,245	401
7	Cain's Ballroom, Tulsa, Okla.	130,039	186,108	26,400	77,384	343
8	House of Blues, New Orleans	145,688	224,229	22,200	66,261	317
9	Gruene Hall, New Braunfels, Texas	239,161	283,783	34,800	16,274	315
10	Viper Room, West Hollywood	80,167	134,358	27,000	60,659	284
11	House of Blues, Chicago	194,260	393,019	14,900	33,543	270
12	The Troubadour - West Hollywood, Calif.	74,377	144,087	25,100	54,864	264
13	Granada Theatre, Dallas	109,276	127,791	20,500	53,110	253
14	House of Blues, Cleveland	105,446	220,335	19,100	48,562	252
15	House of Blues, Anaheim	113,800	378,988	18,300	34,243	250
16	House of Blues, San Diego	114,630	294,157	20,900	35,798	250
17	The Orange Peel, Asheville, N.C.	84,005	115,811	24,100	44,577	238
18	Pabst Theater, Milwaukee	99,020	44,286	31,100	31,812	235
19	Metro Chicago	64,198	152,606	17,200	57,334	235
20	The Fillmore, San Francisco	124,079	218,492	21,100	31,736	234

### FREEZE FRAME

@BillyBobsTexas

👍 34 ❤️ 133

Aug. 8

Billy Bob's Texas pays tribute to the incomparable Glen Campbell.



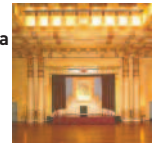
### FREEZE FRAME

@TheFoxTheatreAtlanta

👍 74 🗨️ 0

Aug. 12

The Fox Theatre shares how the Egyptian Ballroom was originally reserved for Shriner celebrations.



## 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

@FillmoreSF

👍 27 ❤️ 49

Nov. 18

Celebrating the life of the one & only Miss Sharon Jones tonight & always @The\_DapKings, family, & friends.

