

VT Social media

FREEZE FRAME

@CenturyLink_Fld

👍 224 ❤️ 874

Sept. 25

Today's attendance

at #SFvsSEA :

69,010 #gohawks #WeAre12



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

@insideaacenter

👍 43

Sept. 22

Kanye West brought the #SaintPabloTour to the American Airlines Center on Sept. 22, 2016



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

RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
30,001 OR MORE CAPACITY						
1.	Gillette Stadium, Foxborough, Mass.	166,767	1,080,024	371,601	158,101	2,049
2.	AT&T Stadium, Arlington, Texas	280,797	1,984,968	73,644	79,855	897
3.	Levi's Stadium, Santa Clara, Calif.	286,617	960,272	102,253	38,748	761
4.	CenturyLink Field, Seattle	77,981	900,783	94,029	15,139	588
5.	Arena Fonte Nova, Salvador, Brazil	413,552	234,984	64,630	13,752	491
6.	MetLife Stadium, East Rutherford, N.J.	106,195	1,352,128	24,961	32,001	432
7.	Georgia Dome, Atlanta	58,442	1,112,849	15,597	20,561	312
8.	Soldier Field Stadium, Chicago	85,811	1,161,764	6,537	11,531	277
9.	Turner Field, Atlanta	71,724	1,471,469	0	248	274
10.	Arena das Dunas, Natal, Brazil	68,084	218,211	48,612	4,232	267
15,001 TO 30,000 CAPACITY						
1.	Madison Square Garden, New York	614,677	3,287,454	189,579	189,542	1,931
2.	Staples Center, Los Angeles	253,743	2,601,291	66,220	86,110	972
3.	Hollywood Bowl, Los Angeles	339,106	1,152,238	31,816	164,026	783
4.	United Center, Chicago	144,843	1,739,287	71,013	43,742	719
5.	Amway Center, Orlando, Fla	146,806	925,488	94,552	57,820	707
6.	Barclays Center, Brooklyn, N.Y.	239,594	1,111,529	39,052	51,809	541
7.	Arena Ciudad de Mexico, Mexico City	308,339	260,554	9,920	154,700	516
8.	Oracle Arena, Oakland, Calif.	44,056	772,259	84,011	14,147	511
9.	Rupp Arena, Lexington, Ky.	204,494	441,834	72,236	31,150	507
10.	Arena Monterrey [Mexico]	369,557	192,171	13,004	130,348	493
11.	Quicken Loans Arena, Cleveland	83,945	912,228	66,174	19,640	490
12.	TD Garden, Boston	147,845	1,288,680	9,311	63,727	439
13.	American Airlines Arena, Miami	153,455	989,334	24,308	19,923	363
14.	American Airlines Center, Dallas	73,884	1,452,793	13,597	18,001	362
15.(T)	Wells Fargo Center, Philadelphia	135,846	994,559	10,934	24,208	312
15.(T)	BOK Center, Tulsa, Okla.	99,080	408,792	18,620	60,102	302
17.	Toyota Center, Houston	108,298	1,098,408	18,933	104	302
18.	Bridgestone Arena, Nashville, Tenn.	67,039	901,059	13,904	32,178	297
19.	Amalie Arena, Tampa, Fla.	62,046	852,035	12,048	31,322	278
20.	Air Canada Centre, Toronto	68,032	1,097,819	0	28,830	268
21.	SAP Center at San Jose [Calif.]	60,666	971,647	8,346	10,910	241
22.	AT&T Center, San Antonio	83,861	965,575	4,579	11,497	236
23.	Xcel Energy Center, Minneapolis	56,773	755,798	10,274	22,554	235
24.	Verizon Center, Washington	60,801	996,003	3,366	11,690	227
25.	Pepsi Center, Denver	69,500	1,085,383	0	4,699	218
26.	Bell Centre, Montreal	100,071	980,700	573	0	206
27.	Honda Center, Anaheim, Calif.	44,099	651,495	11,477	16,030	204
28.	Philips Arena, Atlanta	55,968	739,261	6,010	16,544	203
28.(T)	KFC Yum! Center, Louisville, Ky.	81,578	493,566	6,032	31,843	203
30.	Sprint Center, Kansas City	73,790	523,588	8,032	24,580	198
31.	Prudential Center, Newark, N.J.	56,758	677,528	2,479	19,770	185
32.	DTE Energy Music Theatre, Clarkston, Mich.	101,181	522,064	5,325	16,346	181
33.	Rogers Arena, Vancouver, B.C.	36,741	599,137	6,591	18,175	177
34.	Chesapeake Energy Arena, Oklahoma City	50,972	513,304	7,336	18,695	173
35.	The Palace of Auburn Hills [Mich.]	57,172	528,367	6,669	16,178	170
10,001 TO 15,000 CAPACITY						
1.	MTS Centre, Winnipeg, Manitoba	35,427	252,952	9,537	21,939	138
2.	Budweiser Gardens, London, Ontario	50,454	134,722	3,216	37,232	130
3.	The SSE Hydro, Glasgow, Scotland	110,745	228,354	10,975	307	127
4.	Intrust Bank Arena, Wichita, Kan.	68,636	79,823	6,440	23,866	114
5.	Van Andel Arena, Grand Rapids, Mich.	41,701	328,678	2,626	11,975	106
6.	Bethel Woods [N.Y.] Center for the Arts	71,615	170,275	6,278	4,868	92

power100

RANK	VENUE	FACEBOOK LIKES	FACEBOOK CHECKINS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	SMP SCORE
7. (T)	Jacksonville (Fla.) Veterans Memorial Arena	16,866	347,972	3,385	854	80
7. (T)	Walmart AMP, Rogers, Ark.	43,764	65,913	8,880	7,748	80
9. (T)	Tacoma (Wash.) Dome	28,250	306,882	1,942	4,636	79
9. (T)	Spokane (Wash.) Veterans Memorial Arena	38,760	181,176	5,114	6,571	79
11.	Royal Farms Arena, Baltimore	25,547	293,085	1,256	5,340	75
12.	Austin360 Amphitheater, Del Valle, Texas	32,694	144,867	6,073	6,013	74
13.	Cajundome, Lafayette, La.	35,404	141,640	4,099	6,631	67
14.(T)	Bryce Jordan Center, University Park, Pa.	45,476	110,148	1,738	11,279	66
14.(T)	Citizens Business Bank Arena, Ontario, Calif.	22,142	262,557	2,528	1,625	66

5,001 TO 10,000 CAPACITY

1.	Mohegan Sun Arena, Uncasville, Conn.	563,593	1,133,147	32,183	150,470	844
2.	Radio City Music Hall, New York	175,444	690,543	45,864	45,184	459
3.	Red Rocks Amphitheatre, Morrison, Colo.	497,838	1,332,759	9,104	636	459
4.	Microsoft Theater, Los Angeles	99,146	582,077	12,834	41,597	271
5.	Wolf Trap N.P. for Perf. Arts, Vienna, Va.	20,715	232,262	7,281	12,186	100
6.	Club La Vela, Panama City Beach, Fla.	64,311	92,892	8,001	6,392	86
7.	General Motors Centre, Oshawa, Ontario	35,153	65,752	8,336	10,711	80
8.	Bank of New Hampshire Pavilion, Gilford	147,231	119,238	0	45	79
9.	The Amph. at the Wharf, Orange Beach, Ala.	56,798	78,700	7,147	5,383	75
10.	U.S. Cellular Center, Cedar Rapids, Iowa	16,844	53,577	12,859	1,960	71

2,001 TO 5,000 CAPACITY

1.	Ryman Auditorium, Nashville, Tenn.	174,602	344,085	72,053	209,260	834
2.	Carnegie Hall, New York, N.Y.	178,599	282,203	43,954	85,880	466
3.	Fox Theatre, Atlanta	169,175	446,246	15,790	106,962	419
4.	ACL Live at Moody Theater	109,187	194,205	25,423	73,649	325
5.	The Tabernacle, Atlanta	138,525	221,390	26,195	46,892	291
6.	House of Blues, Orlando (Lake Buena Vista)	160,145	412,896	17,174	42,159	286
7.	House of Blues, Boston	157,949	391,123	15,110	47,636	284
8.	The Pageant, St. Louis	117,804	223,952	17,312	44,688	243
9.	The Rave Ballroom/Eagles Club, Milwaukee	188,201	218,539	12,918	31,232	226
10.	Stubb's, Austin, Texas	98,117	263,718	14,978	32,541	208

2,000 AND FEWER CAPACITY

1.	The Roxy, West Hollywood	455,607	140,791	41,229	148,503	668
2.	First Avenue, Minneapolis	108,416	186,610	33,195	122,236	452
3.	House of Blues, Houston	187,828	398,766	18,961	89,068	396
4.	House of Blues Dallas	176,803	441,720	18,059	81,191	379
5.	9:30 Club, Washington	104,509	272,842	26,956	83,831	363
6.	Avalon Hollywood (Calif.)	123,361	128,348	51,565	34,832	347
7.	House of Blues, New Orleans	139,013	190,359	18,210	59,577	279
8.	Cain's Ballroom, Tulsa, Okla.	118,308	159,152	21,244	59,289	277
9.	Viper Room, West Hollywood	74,789	115,076	21,274	58,145	250
10.	House of Blues, Chicago	185,185	328,517	11,742	32,265	240
11.	Gruene Hall, New Braunfels, Texas	220,449	228,950	18,251	14,579	228
12.	Granada Theatre, Dallas	105,741	111,745	16,194	49,964	226
13.	House of Blues, Cleveland	96,242	180,949	15,044	46,925	223
14.	The Troubadour - West Hollywood (Calif.)	68,868	128,276	17,794	50,685	221
15.	House of Blues, San Diego	102,202	250,163	16,267	34,003	216
16.	The Fillmore, San Francisco	119,997	186,082	16,910	30,529	208
17.	House of Blues, Anaheim	96,763	324,874	11,985	32,521	206
18.	Metro Chicago	58,100	130,757	12,882	51,916	200
19.	The Orange Peel, Asheville, N.C.	78,563	97,002	18,016	37,186	194
20.	House of Blues, Las Vegas	148,311	259,225	10,564	19,439	184

FREEZE FRAME

@thetacomadome

👍 73

Oct. 24

Not a bad view from up here! #tacoma

#tacomadome



FREEZE FRAME

@Wolf_Trap

👍 6 ❤️ 8

Sept. 2

.@Boeing provided

100 free tix to military members & their families via

@the_USO for Disney in Concert.

Enjoy!



FREEZE FRAME

@tabernacleatl

👍 250

Oct. 12

Yaaaass!

@localnatives are

helping us make it through hump day!

#worshipmusic #atlantamusic

#localnatives



FREEZE FRAME

@930Club

👍 30 ❤️ 66

Oct. 22

Thanks,

@thebottlemen, for

melting faces tonight like it was no big deal #CATB930.

