

VT Social media

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@nrgpark

♥ 53

June 29

Fans capture the moment on their phones at the Shell and Pennzoil Grand Prix of Houston IndyCar Race.



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@rupp_arena

♥ 403

June 30

Asking fans to follow social media channels or like content can pay off in huge ways.



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 Posted = 1 Point

TWITTER

500 Followers = 1 Point

FOURSQUARE

6,000 Check ins = 1 Point

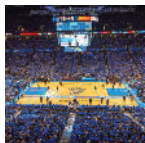
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@chesapeakearena

♥ 614

June 2

Appealing to the team's fans paid off here, which drew 10 comments thanking OKC Thunder for a great season.



RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
30,001 OR MORE CAPACITY						
1.	Gillette Stadium, Foxborough, Mass.	79,801	60,793	68,483	56,276	495
2.	AT&T Stadium, Arlington, Texas	159,270	0	48,941	58,250	342
3.	Turner Field, Atlanta	55,485	3,933	186	116,260	225
4.	MetLife Stadium, East Rutherford, N.J.	53,040	3,933	16,912	115,905	175
5.	Georgia Dome, Atlanta	31,588	3,401	15,837	65,822	169
6.	CenturyLink Field, Seattle	27,782	18,053	6,635	94,115	164
7.	Soldier Field Stadium, Chicago	52,719	686	4,514	53,810	133
8.	NRG Park, Houston	45,112	2,548	5,637	50,862	119
9.	Raymond James Stadium, Tampa, Fla.	29,716	1,862	5,853	45,480	118
10.	Lincoln Financial Field, Philadelphia	34,030	153	10,355	40,629	115
15,001 TO 30,000 CAPACITY						
1.	Madison Square Garden, New York	373,934	2,543	161,281	253,685	805
2.	Staples Center, Los Angeles	172,870	28,581	59,531	162,175	622
3.	TD Garden, Boston	106,784	42,887	46,955	102,319	442
4.	Hollywood Bowl, Los Angeles	264,628	4,432	85,631	49,219	398
5.	Barclays Center, Brooklyn, N.Y.	184,808	17,949	35,023	104,669	335
6.	United Center, Chicago	81,687	11,166	30,253	122,591	307
7.	Rupp Arena, Lexington, Ky.	176,235	24,890	21,467	9,777	258
8.	Arena Ciudad de Mexico, Mexico City	144,911	3,544	73,564	42,378	241
9.	Wells Fargo Center, Philadelphia	112,736	3,549	18,122	93,296	230
10.	Arena Monterrey [Mexico]	203,697	4,432	59,577	23,927	226
11.	Amway Center, Orlando, Fla.	77,630	6,552	23,607	62,958	212
12.	Consol Energy Center, Pittsburgh	93,537	2,873	24,218	57,527	193
13.	AmericanAirlines Arena, Miami	117,945	3,941	15,635	59,808	185
14.	Toyota Center, Houston	68,043	6,725	5,262	37,793	179
15.	American Airlines Center, Dallas	35,758	2,971	10,791	75,613	169
16.	Tampa Bay Times Forum, Tampa, Fla.	40,150	2,159	17,202	57,435	154
17.(T)	AT&T Center, San Antonio	54,746	505	8,230	38,899	152
17.(T)	Air Canada Centre, Toronto	42,341	0	16,134	58,599	152
19.	Bridgestone Arena, Nashville, Tenn.	34,622	2,883	18,198	63,086	148
20.	Bell Centre, Montreal	78,551	0	896	29,698	147
21.	Verizon Center, Washington	42,338	477	8,256	122,045	139
22.	SAP Center at San Jose [Calif.]	36,704	2,366	7,536	64,359	137
23.	Prudential Center, Newark, N.J.	38,452	2,883	13,044	83,404	135
24.	Pepsi Center, Denver	35,752	1,294	2,185	65,148	130
25.	BOK Center, Tulsa, Okla.	65,242	3,593	19,518	9,088	122
26.	Sprint Center, Kansas City	54,778	2,883	16,271	24,224	119
27.	Rogers Arena, Vancouver, B.C.	26,980	1,549	14,347	38,314	117
28.	Xcel Energy Center, Minneapolis	24,059	2,358	12,686	57,274	114
29.	Oracle Arena, Oakland, Calif.	16,787	5,175	3,369	52,578	113
30.	Quicken Loans Arena, Cleveland	37,499	4,764	7,458	41,373	110
31.	Philips Arena, Atlanta	26,515	1,577	12,079	54,528	107
32.	Chesapeake Energy Arena, Oklahoma City	26,243	6,151	15,560	17,809	105
33.	KFC Yum! Center, Louisville, Ky.	54,505	1,005	15,920	16,538	101
34.	The Palace of Auburn Hills [Mich.]	28,575	3,555	10,500	33,980	98
35.	Scottrade Center, St. Louis	26,337	955	4,054	45,319	93
10,001 TO 15,000 CAPACITY						
1.	Budweiser Gardens, London, Ontario	39,986	838	17,425	5,088	68
2.	MTS Centre, Winnipeg, Manitoba	20,648	720	13,684	11,039	61
3.	Intrust Bank Arena, Wichita, Kan.	45,685	1,659	10,537	5,889	60
4.	Van Andel Arena, Grand Rapids, Mich.	21,515	739	7,825	25,666	55
5.	Bethel Woods [N.Y.] Center for the Arts	44,727	1,777	3,442	5,155	48
6.	Spokane [Wash.] Veterans Memorial Arena	25,719	1,653	4,370	5,651	45

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#SMP100

RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
7.	Baltimore Arena	16,201	638	3,402	12,155	42
8.	Gwinnett Center, Duluth, Ga.	13,103	394	5,549	16,634	41
9.	Cajundome, Lafayette, La.	23,416	1,074	4,209	2,693	40
10.(T)	Jacksonville (Fla.) Veterans Mem. Arena	9,087	0	376	11,298	36
10.(T)	Roanoke (Va.) Civic Center	24,187	603	6,686	3,752	36
10.(T)	Verizon Wireless Amp., Alpharetta, Ga.	21,196	123	5,448	10,824	36
13.	Valley View Casino Center, San Diego	10,197	746	1,486	9,596	35
14.	Stephen C. O'Connell Cntr., Gainesville, Fla.	10,093	1,134	3,078	12,488	34
15.	Citizens Business Bank Arena, Ontario, Calif.	14,461	0	1,137	9,780	33

5,001 TO 10,000 CAPACITY

1.	Red Rocks Amphitheatre, Morrison, Colo.	376,384	0	24,400	36,893	306
2.	Radio City Music Hall, New York	100,573	11,242	23,871	74,877	231
3.	Nokia Theatre L.A. Live	58,402	4,901	23,718	19,418	160
4.	Greek Theatre, Los Angeles	69,473	1,794	27,273	12,809	113
5.(T)	Bank of N.H. Pavilion, Gilford	105,166	198	2,886	2,218	57
5.(T)	Club La Vela, Panama City Beach, Fla.	51,658	3,574	5,016	5,655	57
7.	Wild Bill's, Duluth, Ga.	63,653	0	5,302	6,508	52
8.(T)	Tyson Events Center, Sioux City, Iowa	54,263	23	3,478	3,359	35
8.(T)	General Motors Centre, Oshawa, Ontario	21,016	482	9,243	2,149	35
10.	Wolf Trap Nat. Park for Perf. Arts, Vienna, Va.	12,009	756	1,924	12,094	32

2,001 TO 5,000 CAPACITY

1.	Ryman Auditorium, Nashville, Tenn.	96,596	14,657	111,011	18,110	347
2.	Fox Theatre, Atlanta	118,152	1,697	43,961	29,075	182
3.	Carnegie Hall, New York, N.Y.	101,307	811	49,709	23,122	172
4.	House of Blues, Boston	105,753	341	39,322	33,888	166
5.	House of Blues, Orlando (Lake Buena Vista)	115,518	4,209	22,561	35,528	159
6.	ACL Live at Moody Theater	76,975	4,904	38,964	21,218	155
7.	The Tabernacle, Atlanta, Ga.	92,644	4,339	32,549	19,412	144
8.	The Pageant, St. Louis	74,630	4,349	26,246	17,638	128
9. (T)	The Fillmore Detroit, Detroit	78,511	3,816	22,571	12,818	110
9. (T)	Stubb's, Austin, Texas	66,937	1,609	19,992	45,117	110

2,000 OR LESS CAPACITY

1.	The Roxy, West Hollywood	499,254	27,162	137,020	15,870	604
2.	House of Blues Dallas	122,173	4,688	53,882	22,417	225
3.	9:30 Club, Washington, D.C.	76,923	9,939	56,057	43,070	224
4.	House of Blues, Houston	126,967	4,284	52,565	20,197	219
5.	Avalon Hollywood, Hollywood, Calif.	98,430	13,208	26,991	18,789	186
6.	House of Blues, West Hollywood, Calif.	86,920	7,937	35,338	19,789	180
7.	First Avenue, Minneapolis, Minn.	64,722	9,215	46,507	35,453	174
8.	House of Blues, New Orleans	101,197	5,006	38,990	12,345	164
9.	House of Blues, Chicago	131,096	4,153	26,159	30,693	158
10.	Viper Room, West Hollywood	60,143	4,549	48,179	12,196	155
11.	House of Blues, Cleveland	68,724	5,464	36,198	16,557	144
12.	House of Blues, Anaheim	65,080	3,955	26,602	23,873	140
13.	Granada Theatre, Dallas	84,813	5,521	33,565	10020	139
14.(T)	The Fillmore, San Francisco	93,866	4,467	21,810	20,084	125
14.(T)	House of Blues, San Diego	62,460	4,400	26,030	14,553	125
16.	House of Blues, Las Vegas	123,421	2,318	15,787	19,581	120
17.(T)	Metro Chicago	40,631	4,037	34,821	19,680	119
17.(T)	Gruene Hall, New Braunfels, Texas	194,212	995	9,108	6,563	119
19.(T)	The Rave Ballroom/Eagles Club, Milwaukee	112,356	1,655	14,807	17,589	102
19.(T)	The Troubadour - West Hollywood, Calif.	43,470	1,070	32,351	15,018	102

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@radiocitymusicall

♥ 523

July 29

The venue built excitement leading up to a live taping of NBC's America's Got Talent with six countdown images.



HOW WE DID IT

Venues Today continues to use the 'big three' digital platforms of Facebook, Twitter and Instagram for ranking venues on its #SMP100 chart. Foursquare check ins are also included as a way to measure fans' on-site social media platform engagement. Venues Today has established 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. Read more about the council on page 40.

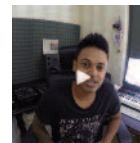
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@avalonhollywood

♥ 148

August 5

In this Instagram video, DJ Sandro Silva tells fans how excited he is about his upcoming show at the venue.



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