

VT social media

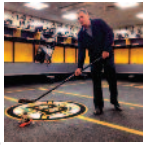
INSTA-SNAPSHOT

@TDGarden

♥ 2,975

Dec. 7

Bruins GM drops puck on Boston-themed Elf on a Shelf



BREAKING DOWN THE SCORES

Below is a guide to how *Venues Today* scores its SMP100

- 2,500 Likes on Facebook = 1 Point
- 6,000 Checkins on Facebook = 1 Point
- 250 Instagram Followers = 1 Point
- 500 Twitter Followers = 1 Point
- 6,000 Checkins on Foursquare = 1

INSTA-SNAPSHOT

@intrustbankarena

♥ 19

Jan. 31

Arena hosts a contest for military personnel to meet WWE's John Cena



INSTA-SNAPSHOT

@SpokaneArena

♥ 93

Jan. 8

Spokane Chiefs show off a cake replica of the arena



RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
15,001 TO 30,000 CAPACITY						
1.	Staples Center, Los Angeles	151,909	20,878	54,968	147,302	413
2.	TD Garden, Boston	91,782	32,339	37,406	93,779	337
3.	Madison Square Garden, New York	309,647	2,515	26,552	233,157	313
4.	Rupp Arena, Lexington, Ky.	170,262	21,859	18,196	9,091	242
5.	Hollywood Bowl, Los Angeles	236,033	1,740	61,559	45,700	241
6.	United Center, Chicago	67,587	6,587	25,828	109,319	180
7.	Arena Monterrey, Mexico	176,510	1,740	47,293	20,042	154
8.	Amway Center, Orlando, Fla.	63,595	4,849	19,265	58,596	134
9.	Wells Fargo Center, Philadelphia	104,486	1,178	15,657	83,384	133
10.	Consol Energy Center, Pittsburgh	86,528	2,499	21,759	51,944	124
11.	AmericanAirlines Arena, Miami	98,594	3,277	14,589	52,652	122
12.	Toyota Center, Houston	60,344	4,748	4,256	33,988	111
13.	BOK Center, Tulsa, Okla.	58,928	2,710	16,850	8,356	103
14.	American Airlines Center, Dallas	34,073	1,843	9,438	67,359	101
15.	Bridgestone Arena, Nashville	31,810	1,810	15,243	58,099	85
16.	Prudential Center, Newark, N.J.	35,960	1,810	11,941	77,158	80
17.	Tampa Bay Times Forum, Tampa, Fla.	31,709	523	12,671	51,968	77
18.	AT&T Center, San Antonio	41,487	202	6,779	33,575	76
19.	SAP Center, San Jose	33,559	1,289	6,663	57,375	76
20.	Sprint Center, Kansas City	50,888	1,810	13,267	22,327	75
21.	Rose Quarter, Portland, Ore.	82,245	2,671	4,145	1,842	72
22.	Rogers Arena, Vancouver	24,145	0	13,064	36,259	65
23.	Pepsi Center, Denver	30,252	0	2,436	57,049	64
24.	Palace of Auburn Hills	26,384	2,824	8,913	76,434	64
25.	Quicken Loans Arena, Cleveland	33,748	2,671	6,020	37,032	63
26.	Honda Center, Anaheim, Calif.	20,744	2,375	11,502	40,273	62
27.	KFC Yum! Center, Louisville, Ky.	50,722	727	10,430	14,829	62
28.	Philips Arena, Atlanta	24,335	1,103	10,577	4,540	60
29.	Xcel Energy Center, Minneapolis	22,315	699	10,464	50,642	58
30.	Scottrade Center, St. Louis	23,560	689	3,627	40,889	52
10,001 TO 15,000 CAPACITY						
1.	Red Rocks Amphitheatre, Denver	343,156	0	18,959	32,850	210
2.	Intrust Bank Arena, Wichita, Kan.	41,232	1,378	8,838	5,303	44
3.	Budweiser Gardens, London, Ontario	35,772	67	15,294	4,496	43
4.	DTE Energy Music Theatre, Clarkston, Mich.	34,643	0	7,919	14,293	43
5.	MTS Centre, Winnipeg, Manitoba	15,716	450	11,550	9,958	37
6.	Bryce Jordan Center, University Park, Pa.	29,775	556	7,326	12,894	34
7.	Spokane (Wash.) Arena	21,698	1,376	3,667	5,087	30
8.	Bethel Woods (N.Y.) Center for the Arts	34,615	890	2,847	4,263	29
9.	Santa Barbara (Calif.) Bowl	34,096	221	5,490	3,226	28
10.	Tyson Events Center, Sioux City, Iowa	53,229	0	3,292	3,056	28
11.	Wolf Trap Nat. Park for Perf. Arts, Vienna, Va.	9,497	0	7,345	11,225	23
12.	Roanoke (Va.) Civic Center	20,727	388	5,464	3,527	23
13.	Broward Cntr. for Perf. Arts, Ft. Lauderdale, Fla.	28,010	131	5,964	7,412	23
14.	Verizon Wireless Amph., Alpharetta, Ga.	12,295	476	4,473	10,373	23
15.	The Amph. at the Wharf, Orange Beach, Ala.	31,424	200	1,318	904	18
16.	John Paul Jones Arena, Charlottesville, Va.	14,620	39	2,545	6,907	14
17.	Pensacola (Fla.) Bay Center	11,522	357	1,004	4,444	9
18.	Save Mart Center, Fresno, Calif.	12,888	0	1,000	2,495	8
19.	Valley View Casino Center, San Diego,	8,560	333	994	983	6
20.	Galen Center, Los Angeles	126	101	591	3,958	4

power100

RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
2,001 TO 10,000 CAPACITY						
1.	Ryman Auditorium, Nashville, Tenn	76,542	11,443	91,566	15,993	277
2.	Radio City Music Hall, New York	80,209	8,614	19,823	70,140	158
3.	Carnegie Hall, New York, N.Y.	88,510	403	40,941	20,304	112
4.	House of Blues, Boston	88,380	0	35,647	31,081	108
5.	Fox Theatre, Atlanta	106,374	0	31,030	24,627	105
6.	House of Blues, Orlando (Lake Buena Vista)	92,590	2,778	18,689	32,232	101
7.	ACL Live at Moody Theater	61,336	3,854	25,919	19,022	97
8.	Nokia Theatre L.A. Live	50,874	0	21,324	18,573	86
9.	The Tabernacle, Atlanta	75,016	0	27,611	17,147	82
10.	The Fillmore Detroit	68,329	2,652	20,384	11,787	81
11.	The Joint, Las Vegas	79,764	1,288	17,080	8,415	72
12.	The Pageant, St. Louis	66,758	0	22,280	16,152	71
13.	Greek Theatre, Los Angeles	46,887	1,224	23,187	12,046	71
14.	House of Blues, Myrtle Beach	96,390	1,204	12,089	6,262	70
15.	Stubb's, Austin, Texas	56,255	666	15,692	40,513	66
16.	Masquerade Music Park, Atlanta	61,771	1,824	12,150	18,341	64
17.	Pantages Theatre, Hollywood, Calif.	35,297	1,860	9,845	22,895	61
18.	Fabulous Fox, St. Louis	62,631	748	12,340	11,761	59
19.	Adrienne Arsht Center for Perf. Arts, Miami	33,367	3,162	13,049	10,156	59
20.	The Wiltern, Los Angeles	40,228	719	14,418	16,030	52
2,000 OR LESS CAPACITY						
1.	The Roxy, West Hollywood	495,063	27,149	134,029	14,889	564
2.	9:30 Club, Washington, D.C.	68,868	8,128	47,124	39,556	163
3.	House of Blues Dallas	94,179	3,464	43,235	20,712	145
4.	House of Blues, Houston	105,072	2,590	41,177	18,170	139
5.	Avalon Hollywood, Calif.	89,596	8,634	24,060	17,509	137
6.	First Avenue, Minneapolis, Minn.	57,771	7,569	39,528	32,620	133
7.	House of Blue, Sunset Strip	70,751	2,213	3,2625	18,366	120
8.	Viper Room, West Hollywood	55,929	3,357	44,900	11,688	118
9.	House of Blues, New Orleans	88,193	3,527	34,215	11,095	117
10.	House of Blues, Chicago	106,118	3,291	24,220	27,179	112
11.	House of Blues, Cleveland	59,776	4,429	30,318	15,823	104
12.	Granada Theatre, Dallas	77,039	4,656	24,384	9,634	101
13.	House of Blues, Anaheim	50,993	2,547	25,053	22,387	93
14.	Gruene Hall, New Braunfels, Texas	182,035	408	7,508	5,858	93
15.	The Fillmore, San Francisco	86,221	3,506	18,533	17,784	93
16.	Metro Chicago	35,786	3,404	29,780	18,232	86
17.	House of Blues, San Diego	49,163	2,972	23,133	13,386	85
18.	House of Blues, Las Vegas	116,142	0	14,536	18,390	79
19.	Cain's Ballroom, Tulsa, Okla.	68,591	688	15,749	4,061	63
20.	The Troubadour - West Hollywood, Calif.	37,984	0	26,256	13,891	62
30,001 OR MORE CAPACITY						
1.	Georgia Dome, Atlanta	28,362	2,396	15,052	63,884	102
2.	Reliant Park, Houston	42,780	2,203	4,729	47,366	76
3.	Lincoln Financial Field, Philadelphia	29,654	0	8,892	40,740	70
4.	Raymond James Stadium, Tampa, Fla.	24,441	1,396	4,983	44,857	69
5.	University of Phoenix Stadium, Glendale, Ariz.	12,204	1,887	2,976	25,576	52
6.	MetLife Stadium, East Rutherford, N.J.	41,320	1,651	12,118	109,429	50
7.	CenturyLink Field, Seattle	2,0196	78	4,656	88,815	44
8.	Parc Jean-Drapeau Montreal	9,412	0	4,143	4,611	29
9.	Soldier Field Stadium, Chicago	39,848	249	3,662	50,951	10
10.	Turner Field, Atlanta	49,827	0	177	104,678	6

INSTA-SNAPSHOT

@TheFoxTheatre

♥ 90

Jan. 23

Fake snow flurry in front of the Fox marquee foreshadowed ice storm that shut down Atlanta traffic



INSTA-SNAPSHOT

@TheRoxy

♥ 170

Nov. 2

Owner Nic Adler is interviewed by L.A. NPR affiliate KCRW



HOW WE DID IT

Once again, *Venues Today* has selected four major digital platforms for ranking venues of the Social Media Power 100 chart — Facebook, Twitter, Foursquare and Instagram. Photo and video sharing has become a powerful tool for concert marketers, and the heavy ranking given to Instagram reflects its growing prominence.

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