

# VT Social media

## FREEZE FRAME

@LevisStadium

📍 54 ★ 12

Jan. 8

Levi's Stadium is showing off its progress with throwback photos. #cometoplay



## FREEZE FRAME

@TDGarden

📍 33 ★ 14

Jan. 23

The Boston arena posts up-to-the-minute information for attendees on its social media channels. #tdgarden



## BREAKING DOWN THE SCORES

Below is a guide to how Venues Today currently scores its #SMP100 rankings

### FACEBOOK

5,000 Likes= 1 point 6,000 Checkins= 1 point

### INSTAGRAM

500 Posts= 1 point 500 Followers= 1 point

### TWITTER

500 Tweets= 1 point

500 Followers= 1 point

### FOURSQUARE

12,000 Checkins= 1 point

## FREEZE FRAME

@Pepsi\_Center

📍 1 ★ 3

Jan. 1

In celebration of the New Year, Pepsi Center shared its resolution to bring more entertainment to the city.



RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
<b>30,001 OR MORE CAPACITY</b>						
1.	Gillette Stadium, Foxborough, Mass.	111,905	139,421	93,602	56,735	588
2.	AT&T Stadium, Arlington, Texas	194,528	21,200	57,215	58,781	409
3.	Levi's Stadium, Santa Clara, Calif.	167,751	42,145	22,848	10,523	214
4.	Turner Field, Atlanta	60,604	9,362	194	116,721	209
5.	MetLife Stadium, East Rutherford, N.J.	62,341	9,362	22,985	116,809	208
6.	Georgia Dome, Atlanta	37,658	6,852	17,999	66,185	191
7.	Arena Fonte Nova, Salvador, Brazil	396,536	18,368	8,594	17,244	169
8.	CenturyLink Field, Seattle	41,238	27,037	9,832	94,775	165
9.	Soldier Field Stadium, Chicago	61,614	987	5,646	54,461	149
10.	Lincoln Financial Field, Philadelphia	51,023	337	16,376	41,106	148
<b>15,001 TO 30,000 CAPACITY</b>						
1.	Madison Square Garden, New York	440,226	59,328	163,046	256,400	888
2.	Staples Center, Los Angeles	193,281	32,619	63,043	164,993	557
3.	TD Garden, Boston	121,003	59,761	52,800	102,353	392
4.	Hollywood Bowl, Los Angeles	286,772	7,612	101,518	49,749	388
5.	United Center, Chicago	97,829	16,109	32,903	123,495	337
6.	Air Canada Centre, Toronto	48,689	59,762	19,200	59,485	296
7.	Barclays Center, Brooklyn, N.Y.	195,583	20,586	38,500	106,169	290
8.	Arena Ciudad de Mexico, Mexico City	165,446	4,254	90,011	42,791	253
9.	Amway Center, Orlando, Fla	94,055	8,203	30,320	62,866	224
10.	Arena Monterrey (Mexico)	227,244	7,612	72,100	24,291	223
11.	Rupp Arena, Lexington, Ky.	191,923	34,557	24,000	9,713	212
12.	Wells Fargo Center, Philadelphia	118,674	4,787	19,800	93,494	194
13.	American Airlines Center, Dallas	41,903	4,019	11,800	76,015	189
14.	Consol Energy Center, Pittsburgh	98,443	2,929	26,500	57,720	180
15.	American Airlines Arena, Miami	130,808	3,345	16,300	59,921	165
16.	Bridgestone Arena, Nashville, Tenn.	40,176	3,686	21,000	63,058	151
17.	AT&T Center, San Antonio	66,700	781	8,651	39,110	150
18.	Toyota Center, Houston	75,441	6,837	1,218	37,944	149
19.	SAP Center at San Jose (Calif.)	41,048	2,960	8,178	64,593	138
20.	Amalie Arena, Tampa, Fla.	43,406	2,373	19,800	57,567	133
21.(T)	Sprint Center, Kansas City	59,166	3,686	19,000	24,616	132
21.(T)	Prudential Center, Newark, N.J.	41,383	3,686	14,026	83,321	132
21.(T)	Bell Centre, Montreal	88,656	0	959	29,797	132
24.	BOK Center, Tulsa, Okla.	71,345	4,274	26,100	9,646	131
25.(T)	Pepsi Center, Denver	41,529	1,584	2,625	65,288	129
25.(T)	Quicken Loans Arena, Cleveland	46,638	9,364	10,337	41,544	129
27.	Xcel Energy Center, Minneapolis	26,816	3,058	14,825	57,453	125
28.	Greensboro (N.C.) Coliseum	40,769	1,744	12,400	15,179	121
29.(T)	Honda Center, Anaheim, Calif.	28,294	4,972	13,500	45,350	120
29.(T)	Oracle Arena, Oakland, Calif.	19,097	6,755	4,590	52,858	120
29.(T)	Verizon Center, Washington	46,803	663	8,880	122,399	120
32.	Philips Arena, Atlanta	30,082	1,997	13,028	54,985	118
33.	Rogers Arena, Vancouver, B.C.	29,285	2,319	15,484	38,616	116
34.	Rexall Place, Edmonton, Alberta	6,427	0	9,966	11,872	113
35.	The Palace of Auburn Hills (Mich.)	32,736	4,020	12,004	34,030	108
<b>10,001 TO 15,000 CAPACITY</b>						
1.	Budweiser Gardens, London, Ontario	42,752	933	21,173	5,254	83
2.	The SSE Hydro, Glasgow, Scotland	75,400	0	26,200	2,130	81
3.	Intrust Bank Arena, Wichita, Kan.	49,295	1,861	12,100	6,014	70
4.	MTS Centre, Winnipeg, Manitoba	24,219	2,721	15,500	11,112	69
5.	Van Andel Arena, Grand Rapids, Mich.	23,937	997	8,823	25,714	60
6.	Gwinnett Center, Duluth, Ga.	14,920	752	6,362	16,566	48

# power100

RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
7.	Bryce Jordan Center, Univ. Park, Pa.	34,330	810	9,005	14,243	46
8.	Spokane (Wash.) Veterans Mem. Arena	27,947	1,779	4,810	5,790	43
9.(T)	Royal Farms Arena, Baltimore	16,894	0	3,748	12,155	40
9.(T)	Bethel Woods (N.Y.) Center for the Arts	49,364	2,162	3,732	5,445	40
9.(T)	Cajundome, Lafayette, La.	25,041	1,320	4,864	2,768	40
12.	Verizon Wireless Amph., Alpharetta, Ga.	24,498	304	5,697	10,885	38
13.(T)	Valley View Casino Center, San Diego	11,757	794	1,532	9,580	37
13.(T)	Jacksonville (Fla.) Veterans Mem. Arena	10,304	0	456	11,277	37
15.	Stephen C. O'Connell Cntr., Gainesville, Fla.	11,385	1,533	3,672	12,533	36
<b>5,001 TO 10,000 CAPACITY</b>						
1.	Red Rocks Amph., Morrison, Colo.	394,179	1,206	27,929	37,381	239
2.	Radio City Music Hall, New York	126,592	15,565	29,193	75,408	199
3.	Mohegan Sun Arena, Uncasville, Conn.	2,398	4,269	51,088	12,892	163
4.	Nokia Theatre L.A. Live, Los Angeles	72,800	6,730	25,825	19,660	162
5.	Greek Theatre, Los Angeles	80,095	2,716	30,700	12,866	117
6.	Club La Vela, Panama City Beach, Fla.	52,990	3,727	5,084	5,763	48
7.	Wild Bill's, Duluth, Ga.	67,515	0	5,644	6,597	43
8.	Bank of New Hampshire Pavilion, Gilford	108,247	457	2,954	2,410	42
9.	General Motors Centre, Oshawa, Ontario	27,062	1,583	9,471	2,221	39
10.	ShoWare Center, Kent, Wash.	8,269	207	1,584	6,000	36
<b>2,001 TO 5,000 CAPACITY</b>						
1.	Ryman Auditorium, Nashville, Tenn.	117,748	18,906	136,000	18,196	386
2.	Fox Theatre, Atlanta	130,743	2,371	52,417	29,187	203
3.	Carnegie Hall, New York	109,241	1,219	57,314	23,161	185
4.	House of Blues, Boston	119,048	662	41,792	33,991	169
5.	ACL Live at Moody Theater, Austin, Texas	85,920	5,797	45,313	21,260	158
6.	House of Blues, Orlando, Fla.	126,736	5,359	27,312	35,657	151
7.	The Tabernacle, Atlanta, Ga.	104,084	5,361	35,566	19,549	136
8.	The Pageant, St. Louis	84,898	4,818	30,800	17,618	133
9.	Pantages Theatre, Hollywood, Calif.	43,451	4,133	12,192	27,995	130
10.	Adrienne Arsht Center for Perf. Arts, Miami	43,911	5,470	18,764	11,245	116
<b>2,000 AND FEWER CAPACITY</b>						
1.	The Roxy, West Hollywood, Calif.	502,632	25,559	139,449	15,921	485
2.	9:30 Club, Washington	83,488	11,667	64,491	42,912	252
3.	House of Blues, Dallas	137,570	5,682	61,249	22,503	229
4.	House of Blues, Houston	143,584	5,369	58,700	20,274	226
5.	First Avenue, Minneapolis	70,652	10,659	57,522	35,434	191
6.	House of Blues, West Hollywood, Calif.	97,430	10,080	39,927	20,062	180
7.	House of Blues, New Orleans	112,924	6,479	43,885	12,374	173
8.	Avalon, Hollywood, Calif.	106,268	17,792	29,320	18,915	168
9.	Viper Room, West Hollywood, Calif.	63,895	5,220	51,126	12,224	165
10.	Granada Theatre, Dallas	91,370	6,117	37,300	10,042	153
11.	House of Blues, Anaheim, Calif.	74,222	5,245	28,616	23,810	150
12.	House of Blues, Cleveland	76,007	6,129	38,594	16,622	146
13.	House of Blues, Chicago	145,252	4,932	27,882	30,801	141
14.	House of Blues, San Diego	73,488	5,703	27,930	14,607	132
15.	Metro, Chicago	44,940	4,580	37,383	19,747	127
16.	Rave Ballroom/Eagles Club, Milwaukee	132,926	2,851	21,547	17,736	117
17.	The Fillmore, San Francisco	103,169	4,964	24,828	20,145	116
18.(T)	House of Blues, Las Vegas	129,632	2,904	16,796	19,583	110
18.(T)	The Troubador, West Hollywood, Calif.	48,179	2,810	36,331	14,986	110
20.	Cain's Ballroom, Tulsa, Okla.	86,986	3,405	24,860	4,761	105

## FREEZE FRAME

@JordanCenter

👍 10 ⭐ 17

Dec. 6

The university venue has had success with retweeting coaches, mascots and teams, as well as concert photos like this @billyjoel shot.



## FREEZE FRAME

@GreekTheatreLA

👍 44 ⭐ 62

Jan. 27

The amphitheater's Twitter account has documented the political drama regarding its management contract. #WeAreTheGreek



## HOW WE DID IT

Venues Today continues to use the 'big three' digital platforms of Facebook, Twitter and Instagram for ranking venues on the #SMP100 chart. Foursquare checkins are also included as a way to measure on-site social media platform engagement. Read about how the new changes at Facebook might affect your engagement on page 51.

## FREEZE FRAME

@TabernacleATL

👍 46 🗨️ 319

Jan. 21

The Atlanta venue fosters engagement by asking fans questions about favorite shows and posting fill-in-the-blanks.



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