

VT Social media

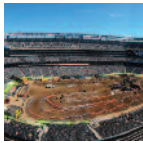
FREEZE FRAME

@MLStadium

📍 30 ★ 48

April 25

MetLife Stadium offers a fan map for its first-ever televised Supercross event on Fox #SXonFOX



FREEZE FRAME

@UnitedCenter

📍 745 ★ 1,379

April 22

United Center's shot from the Chicago Blackhawks' win in the Stanley Cup gets retweeted over 700 times. #OneGoal



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

@BudGardens

👍 1,296 📍 2,068

Jan. 23

Budweiser Gardens finds a lot of success with giveaways, like this one to win four tickets to Disney On Ice. #LdnOnt



RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
30,001 OR MORE CAPACITY						
1.	Gillette Stadium, Foxborough, Mass.	122,155	202,131	109,801	56,764	757
2.	AT&T Stadium, Arlington, Texas	194,504	22,970	61,054	58,791	429
3.	Levi's Stadium, Santa Clara, Calif.	205,849	47,307	27,507	4,636	250
4.	MetLife Stadium, East Rutherford, N.J.	63,983	10,007	23,888	116,566	213
5.	Turner Field, Atlanta	59,182	10,007	202	116,551	211
6.	Georgia Dome, Atlanta	37,992	7,515	18,357	66,388	199
7.	CenturyLink Field, Seattle	44,790	37,891	10,579	94,784	198
8.	Arena Fonte Nova, Salvador, Brazil	394,012	20,414	9,454	17,251	180
9.(T)	Lincoln Financial Field, Philadelphia	51,748	466	17,412	41,017	151
9.(T)	Soldier Field Stadium, Chicago	62,024	1,100	5,773	54,280	151
15,001 TO 30,000 CAPACITY						
1.	Madison Square Garden, New York	457,060	68,661	167,399	256,864	962
2.	Staples Center, Los Angeles	194,542	33,884	64,543	165,554	588
3.	TD Garden, Boston	124,731	67,283	55,945	102,292	434
4.	Hollywood Bowl, Los Angeles	285,669	8,618	115,087	49,656	418
5.	United Center, Chicago	99,869	20,236	34,869	123,392	372
6.	Barclays Center, Brooklyn, N.Y.	193,543	27,954	40,201	106,291	320
7.	Arena Ciudad de Mexico, Mexico City	167,325	4,560	101,587	43,574	279
8.	Amway Center, Orlando, Fla	99,597	10,265	35,432	63,435	252
9.	Rupp Arena, Lexington, Ky.	190,598	47,397	25,775	10,640	246
10.	Arena Monterrey [Mexico]	226,222	8,618	78,096	24,275	238
11.	American Airlines Center, Dallas	44,650	4,844	12,397	76,082	215
12.	Wells Fargo Center, Philadelphia	118,755	5,317	20,572	93,524	208
13.	Consol Energy Center, Pittsburgh	100,604	3,098	28,151	57,717	198
14.	Air Canada Centre, Toronto	49,769	-	20,552	59,640	192
15.	AmericanAirlines Arena, Miami	129,850	3,270	16,692	60,078	179
16.	Toyota Center, Houston	76,593	7,640	6,279	37,967	174
17.	Bridgestone Arena, Nashville, Tenn.	43,569	4,101	22,810	63,248	168
18.	AT&T Center, San Antonio	65,947	852	8,968	39,190	158
19.	Quicken Loans Arena, Cleveland	49,665	11,562	11,922	41,520	152
20.	SAP Center at San Jose [Calif.]	41,726	3,359	8,493	64,676	150
21.(T)	Amalie Arena, Tampa, Fla.	44,980	2,900	21,118	57,731	147
21.(T)	BOK Center, Tulsa, Okla.	74,245	5,176	29,322	9,896	147
21.(T)	Pepsi Center, Denver	43,111	1,640	2,902	65,231	147
24.(T)	Verizon Center, Washington	47,475	784	9,369	122,279	142
24.(T)	Prudential Center, Newark, N.J.	42,289	4,102	14,706	83,286	142
26.(T)	Sprint Center, Kansas City	59,867	4,101	19,781	24,584	141
26.(T)	Oracle Arena, Oakland, Calif.	19,914	10,956	5,747	52,679	141
26.(T)	Xcel Energy Center, Minneapolis	28,095	3,481	16,044	57,493	141
29.	Bell Centre, Montreal	86,994	-	994	29,834	137
30.	Philips Arena, Atlanta	32,167	2,601	13,724	55,094	132
31.(T)	Greensboro [N.C.] Coliseum	40,904	2,017	14,065	15,183	131
31.(T)	Honda Center, Anaheim, Calif.	29,171	5,699	13,946	45,158	131
33.	Rogers Arena, Vancouver, B.C.	29,140	2,806	15,972	38,774	124
34.	The Palace of Auburn Hills [Mich.]	35,778	4,829	12,775	34,058	120
35.	KFC Yum! Center, Louisville, Ky.	64,033	1,984	21,817	16,681	118
10,001 TO 15,000 CAPACITY						
1.	Budweiser Gardens, London, Ontario	43,408	1,044	24,020	5,365	91
2.	Intrust Bank Arena, Wichita, Kan.	50,038	2,133	12,872	6,187	75
3.	MTS Centre, Winnipeg, Manitoba	25,320	3,135	16,331	11,138	74
4.	Van Andel Arena, Grand Rapids, Mich.	26,267	1,311	9,692	25,742	68
5.	Gwinnett Center, Duluth, Ga.	16,735	831	6,631	16,556	54

05.2015

power100

RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
6.	Bryce Jordan Center, University Park, Pa.	36,801	1,076	9,500	14,234	50
7.	Royal Farms Arena, Baltimore	17,602	834	4,184	12,155	47
8.	Spokane (Wash.) Veterans Memorial Arena	29,803	1,939	5,186	5,904	46
9.	Allen County War Mem. Coliseum, Ft. Wayne, Ind.	16,053	1,075	6,878	11,294	45
10.(T)	Cajundome, Lafayette, La.	24,804	1,451	5,080	2,812	42
10.(T)	Jacksonville (Fla.) Veterans Memorial Arena	10,813	-	463	11,301	42
12.(T)	Bethel Woods (N.Y.) Center for the Arts	50,760	2,333	3,940	5,442	41
12.(T)	Stephen C. O'Connell Cntr., Gainesville, Fla.	11,515	1,870	4,107	12,505	41
14.	Valley View Casino Center, San Diego	12,078	907	1,650	9,610	40
15.	Verizon Wireless Amph., Alpharetta, Ga.	25,401	351	5,708	10,881	39
5,001 TO 10,000 CAPACITY						
1.	Red Rocks Amphitheatre, Morrison, Colo.	392,133	1,561	30,595	37,366	249
2.	Radio City Music Hall, New York	129,711	17,386	30,702	75,471	211
3.	Nokia Theatre L.A. Live, Los Angeles	76,421	7,406	26,708	19,678	173
4.	Mohegan Sun Arena, Uncasville, Conn.	2,589	5,483	58,658	12,893	170
5.	Greek Theatre, Los Angeles	85,757	2,822	32,170	12,844	122
6.	Wolf Trap Nat. Park for Perf. Arts, Vienna, Va.	13,549	1,115	9,410	12,075	55
7.	Club La Vela, Panama City Beach, Fla.	55,413	5,030	5,819	5,837	54
8.	Wild Bill's, Duluth, Ga.	65,851	45	6,367	6,659	46
9.	Bank of New Hampshire Pavilion, Gilford	120,795	483	3,007	2,411	45
10.	General Motors Centre, Oshawa, Ontario	27,468	3,071	9,586	2,266	44
2,001 TO 5,000 CAPACITY						
1.	Ryman Auditorium, Nashville, Tenn.	124,877	22,954	145,622	18,267	420
2.	Fox Theatre, Atlanta	132,359	2,991	58,562	29,305	224
3.	Carnegie Hall, New York	112,956	1,529	62,322	23,214	200
4.	House of Blues, Boston	123,890	1,174	43,114	34,053	178
5.	ACL Live at Moody Theater, Austin, Texas	91,541	6,450	50,543	21,317	174
6.	House of Blues, Orlando (Lake Buena Vista)	128,302	6,037	30,364	35,597	164
7.	The Tabernacle, Atlanta, Ga.	107,846	6,009	37,333	19,607	144
8.(T)	Pantages Theatre, Los Angeles	47,270	5,036	12,612	28,064	142
8.(T)	The Pageant, St. Louis	89,056	5,273	32,874	17,609	142
10.	Adrienne Arsht Cntr. for Perf. Arts, Miami	48,803	6,417	20,275	11,262	130
2,000 OR LESS CAPACITY						
1.	The Roxy, Los Angeles	460,641	26,157	141,514	15,950	484
2.	9:30 Club, Washington	85,209	13,084	67,777	42,972	267
3.	House of Blues, Houston	146,434	6,176	62,653	20,275	240
4.	First Avenue, Minneapolis, Minn.	71,927	12,242	65,148	35,366	214
5.	House of Blues, West Hollywood, Calif.	97,941	10,981	41,037	20,084	188
6.	House of Blues, New Orleans	117,614	7,465	46,965	12,373	186
7.	Avalon Hollywood (Calif.)	105,120	19,464	31,052	18,949	177
8.	Viper Room, West Hollywood, Calif.	63,349	5,903	52,532	12,251	171
9.	Granada Theatre, Dallas	92,849	6,665	39,733	10,055	162
10.	House of Blues, Anaheim, Calif.	75,605	6,101	29,521	23,816	158
11.	House of Blues, Cleveland	78,264	6,889	40,042	16,591	155
12.	House of Blues, Chicago	147,401	5,374	28,700	30,800	148
13.	House of Blues, San Diego	74,722	6,463	28,889	14,587	140
14.	Metro Chicago	45,880	5,145	38,831	19,788	133
15.	The Fillmore, San Francisco	104,379	5,358	26,033	20,161	122
16.	The Troubador, West Hollywood, Calif.	49,524	3,583	38,854	14,982	119
17.	Cain's Ballroom, Tulsa, Okla.	88,845	4,217	29,186	4,799	118
18.	House of Blues, Las Vegas	130,731	3,637	17,233	19,568	116
19.	Sound Board at MotorCity Casino Hotel, Detroit	23,457	1,762	35,011	2,170	112
20.	Gruene Hall, New Braunfels, Texas	198,856	2,965	11,306	6,955	103

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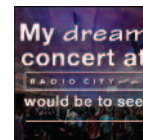
@RadioCity

👍 48 🗨️ 45

April 7

Radio City Music

Hall fosters fan engagement with "My Dream Concert" posts. #RadioCity



FREEZE FRAME

@TheFoxTheatre

👍 1 ⭐ 5

Feb. 6

Fox Theatre shared historical pieces from the venue to celebrate its 40th anniversary. #FromTheVault



FREEZE FRAME

@theroxy

👍 72 ⭐ 108

Jan. 16

The Roxy Theatre used its marquee, and its social media, to bid farewell to legendary record producer Kim Fowley. #RIP



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.