

VT like social media perso

media

FREEZE FRAME
 @HollywoodBowl
 17 ★ 30
 Sept. 28

Hollywood Bowl commemorated its final show of the season with a picture of the marquee on Twitter.



FREEZE FRAME
 @BOKCenter
 36 ★ 12
 Nov. 1

Contests are a proven success for BOK Center, which got a big response when asking fans to retweet this photo.



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

@BethelWoodsCenter
 648 ★ 57 19
 Oct. 30

Bethel Woods Center for the Arts took advantage of its natural beauty in this post, which received lots of interaction.



RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
15,001 TO 30,000 CAPACITY						
1.	Madison Square Garden, New York	412,448	2,528	161,410	256,486	729
2.	Staples Center, Los Angeles	185,556	31,566	61,386	164,758	529
3.	Hollywood Bowl, Los Angeles	283,884	7,105	92,802	49,841	369
4.	TD Garden, Boston	116,410	54,478	49,600	102,441	360
5.	United Center, Chicago	91,556	14,309	31,923	123,281	314
6.	Barclays Center, Brooklyn, N.Y.	190,772	20,252	37,161	105,927	273
7.	Air Canada Centre, Toronto	46,078	54,478	17,700	59,780	268
8.	Arena Ciudad de Mexico, Mexico City	162,062	4,150	84,172	42,696	239
9.	Arena Monterrey (Mexico)	221,421	7,105	66,860	25,708	209
10.	Amway Center, Orlando, Fla.	87,445	7,559	26,806	63,265	208
11.	Rupp Arena, Lexington, Ky.	186,712	27,915	22,660	9,864	187
12.	Wells Fargo Center, Philadelphia	116,800	4,495	19,119	93,223	178
13.	American Airlines Center, Dallas	39,026	3,705	11,332	75,873	171
14.	Consol Energy Center, Pittsburgh	96,179	2,985	25,392	57,676	169
15.	American Airlines Arena, Miami	126,783	3,837	15,965	59,840	155
16.	Toyota Center, Houston	72,903	7,035	5,608	37,861	154
17.	AT&T Center, San Antonio	63,646	734	8,494	39,288	142
18.	Bridgestone Arena, Nashville, Tenn.	37,788	3,458	19,623	64,382	140
19.	SAP Center at San Jose (Calif.)	39,227	2,763	7,943	65,245	130
20.	Bell Centre, Montreal	84,274	0	938	29,662	126
21.	Sprint Center, Kansas City	57,889	3,458	18,149	24,722	125
22.	Prudential Center, Newark, N.J.	40,596	3,458	13,698	83,237	124
23.	Amalie Arena, Tampa, Fla.	42,105	2,314	18,603	58,028	121
24.	BOK Center, Tulsa, Okla.	68,887	4,108	22,672	9,501	120
25.	Verizon Center, Washington	45,301	577	8,660	124,384	118
26.	Pepsi Center, Denver	3,9524	1,518	2,391	65,309	117
27.	Xcel Energy Center, Minneapolis	25,637	2,626	14,032	57,304	114
28.	Honda Center, Anaheim, Calif.	27,093	4,889	13,027	45,847	111
29.	Rogers Arena, Vancouver, B.C.	28,368	2,199	15,250	38,922	110
30.(T)	Greensboro (N.C.) Coliseum	39,412	1,678	11,221	15,140	109
30.(T)	Philips Arena, Atlanta	28,672	1,770	12,837	54,695	109
30.(T)	Quicken Loans Arena, Cleveland	42,487	6,876	9,033	41,420	109
33.	Oracle Arena, Oakland, Calif.	17,933	5,582	3,753	52,895	106
34.	The Palace of Auburn Hills (Mich.)	31,501	3,693	11,454	34,136	100
35.	KFC Yum! Center, Louisville, Ky.	60,029	1,336	17,871	16,707	96
10,001 TO 15,000 CAPACITY						
1.	Budweiser Gardens, London, Ontario	41,640	893	19,366	5,156	77
2.	Intrust Bank Arena, Wichita, Kan.	47,079	1,742	11,121	5,927	66
3.	MTS Centre, Winnipeg, Manitoba	23,328	2,437	14,711	11,153	65
4.	Van Andel Arena, Grand Rapids, Mich.	22,808	930	8,387	25,925	56
5.	Gwinnett Center, Duluth, Ga.	14,257	533	6,116	16,739	45
6.	Spokane (Wash.) Veterans Memorial Arena	27,249	1,786	4,654	5,699	41
7.(T)	Royal Farms Arena, Baltimore	17,221	667	3,693	12,227	40
7.(T)	Bethel Woods (N.Y.) Center for the Arts	48,929	2,149	3,650	5,458	40
9.	Cajundome, Lafayette, La.	24,715	1,283	4,586	2,738	38
10.	Jacksonville (Fla.) Veterans Mem. Arena	9,894	0	459	11,287	36
11.	Valley View Casino Center, San Diego	11,150	825	1,518	9,798	35
12.	Verizon Wireless Amph., Alpharetta, Ga.	23,820	293	5,731	11,040	34
13.(T)	Stephen C. O'Connell Cntr., Gainesville, Fla.	10,977	1,397	3,398	12,562	33
13.(T)	Atlantic City (N.J.) Boardwalk Hall	28,117	775	4,522	7,716	33
15.	Citizens Business Bank Arena, Ontario, Calif.	15,359	598	1,202	9,894	32

11.2014

power 1000

RANK	VENUE	FACEBOOK LIKES	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FOURSQUARE CHECKINS	SMP SCORE
5,001 TO 10,000 CAPACITY						
1.	Red Rocks Amph., Morrison, Colo.	389,891	0	26,900	37,425	232
2.	Radio City Music Hall, New York	116,940	13,853	27,426	75,113	174
3.	Nokia Theatre L.A. Live	66,454	6,014	24,842	19,693	152
4.	Mohegan Sun Arena, Uncasville, Conn.	616	3,813	47,404	12,967	140
5.	Greek Theatre, Los Angeles	78,479	2,701	29,601	12,892	114
6.	Wolf Trap National Park, Vienna, Va.	13,270	1,002	8,885	12,134	52
7.	Club La Vela, Panama City Beach, Fla.	52,645	3,860	5,034	5,763	48
8.	Bank of New Hampshire Pavilion, Gilford	107,896	395	2,978	2,417	42
9.	Wild Bill's, Duluth, Ga.	65,850	0	5,406	6,555	40
10.	General Motors Centre, Oshawa, Ontario	26,167	578	9,384	2,196	36
2,001 TO 5,000 CAPACITY						
1.	Ryman Auditorium, Nashville, Tenn.	106,830	17,326	123,069	18,427	350
2.	Fox Theatre, Atlanta	125,581	2,014	48,719	29,163	188
3.	Carnegie Hall, New York, N.Y.	105,697	1,032	54,006	23,131	174
4.	House of Blues, Boston	113,882	483	40,686	33,947	162
5.	ACL Live at Moody Theater	83,514	5,533	42,047	21,261	148
6.	House of Blues, Orlando (Lake Buena Vista)	122,826	4,902	25,043	36,135	139
7.	The Tabernacle, Atlanta, Ga.	99,998	4,825	34,437	19,503	130
8.	The Pageant, St. Louis	80,793	4,636	28,308	17,619	124
9.	Pantages Theatre, Hollywood, Calif.	41,495	3,197	11,670	27,945	120
10.	Adrienne Arsht Cntr. for Perf. Arts, Miami	40,845	5,049	17,574	11,217	106
2,000 OR LESS CAPACITY						
1.	The Roxy, West Hollywood	501,157	27,261	138,527	15,905	486
2.	9:30 Club Washington, D.C.	81,251	11,215	60,128	43,528	238
3.	House of Blues, Dallas	132,191	5,424	57,578	22,572	216
4.	House of Blues, Houston	138,306	5,067	55,366	20,254	213
5.	First Avenue, Minneapolis, Minn.	68,873	10,211	52,265	36,140	177
6.	House of Blues, West Hollywood, Calif.	94,088	9,586	39,096	19,958	174
7.	House of Blues, New Orleans	108,635	6,126	41,442	12,368	163
8.	Viper Room, West Hollywood	62,676	5,222	49,796	12,217	161
9.	Avalon Hollywood (Calif.)	103,216	16,606	28,416	18,963	160
10.	Granada Theatre, Dallas	89,172	6,033	35,851	10,202	148
11.	House of Blues, Anaheim	71,198	4,716	27,965	24,185	143
12.	House of Blues, Cleveland	73,688	6,073	37,618	16,866	141
13.	House of Blues, Chicago	140,705	4,757	27,176	30,793	135
14.	House of Blues, San Diego	71,076	5,370	27,166	14,589	127
15.	Metro Chicago	43,330	4,455	36,355	19,883	123
16.	The Fillmore, San Francisco	99,030	4,918	23,436	20,164	110
17.	House of Blues, Las Vegas	127,245	2,669	16,455	19,590	106
18.	The Troubadour, West Hollywood, Calif.	46,566	2,344	34,914	15,029	105
19.	Rave Ballroom/Eagles Club, Milwaukee	124,084	2,145	16,088	17,932	98
20.	Cain's Ballroom, Tulsa, Okla.	83,488	2,969	22,428	4,714	96
30,001 OR MORE CAPACITY						
1.	Gillette Stadium, Foxborough, Mass.	95,884	101,451	80,194	57,674	469
2.	AT&T Stadium, Arlington, Texas	182,875	0	53,359	59,207	340
3.	Turner Field, Atlanta	60,350	8,830	196	118,845	208
4.	MetLife Stadium, East Rutherford, N.J.	60,308	8,830	21,335	116,489	190
5.	Georgia Dome, Atlanta	35,762	5,766	17,357	66,146	176
6.	CenturyLink Field, Seattle	35,200	22,299	7,816	95,667	138
7.	Soldier Field, Chicago	59,045	938	5,403	55,312	136
8.(T)	Lincoln Financial Field, Philadelphia	43,193	261	14,449	41,921	132
8.(T)	Raymond James Stadium, Tampa, Fla.	33,688	4,652	6,870	45,765	132
10.	NRG Park, Houston	46,577	3,004	6,310	50,969	118

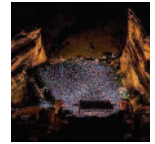
FREEZE FRAME

@RedRocksOnline

📍 278 ★ 336

Oct. 7

With a humorous retweet of @COLOProbs, Red Rocks celebrates the problem venue operators all wish they had — a packed house.



FREEZE FRAME

@theryman

❤️ 801

Oct. 17

The Ryman keeps it simple on Instagram with a clean shot of the mic, asking who social media followers would like to see play the venue.



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. With input from the #SMP100 Advisory Council, consisting of three social marketing leaders, Venues Today has revised its formula to equalize the impact of Facebook and Twitter involvement in a venue's final #SMP100 score. Read more about the new formula on page 55.

sponsored by



BRYCE JORDAN CENTER

FREEZE FRAME

@centurylink_field

❤️ 31,864

Oct. 8

The arches at CenturyLink Field glowed pink in honor of Breast Cancer Awareness, receiving Instagram attention. (By Dan Poss)

