

**MAIN  
STREET**  
*Now* 2023

**GET HYPED!**  
**Turn District Cheerleaders into  
Social Influencers!**

**NEWTOWN MACON, MACON, GA  
EMILY HOPKINS & SCOTT MITCHELL**

**2023 Hype Team  
Applications are  
now open!!**

## What is the Hype Team?

The Hype Team is composed of community members who share a passion for the progress happening in downtown and a desire to promote it.

Hype Team members serve as ambassadors during large events held in downtown Macon. They work as a united front to welcome visitors downtown, answer any questions visitors may have, and encourage people to use #downtownmacon when posting about their positive experience downtown.



## How does the Hype Team work?

- Provide visitors with recommendations
- Offer directions to visitors
- Provide assistance with parking meters
- Pass out swag and information

# Hype Team Member Onboarding –Part 1

- Complete online application
- Applications reviewed by Main Street Macon Marketing Committee
- Download the application review rubric from your app!



## Hype Team Member Onboarding –Part 2

- Complete 3-hour orientation and I Am Macon Training
- Signed commitment form
- Volunteer for 2-hour shifts during 4 events annually





# I Am Macon Training

- Frontline hospitality training led by Visit Macon
- All Hype Team members are “I Am Macon” certified

# Frequently Asked Questions

- Parking
- The Dempsey
- Abandoned hotel on First St.
- Those experiencing homelessness



**Data Moore**  
November 21, 2023

I met some Great people today downtown Macon at the Mulberry Market doing my Hype Team duties, I also had a chance to walk around with fellow Hype Team member Sarah Alderman Pastor, Great conversation on Mindset and Positive Energy

Emily Hopkins



You, Sarah Alderman Pastor, John Mullica and 10 others · 4 comments

Like Comment Share

# Social Media Policy

- Social media participation is optional
- Members who opt in must sign and agree to the 110% positive social media policy
- Members are provided with weekly posts to share on their personal social media accounts





# Social Media Posts

- Members are provided with weekly posts to share on their personal social media accounts
- Weekly email includes branded photo and post copy



**Tiara Ponce**  
October 13, 2023

Turkey legs, funnel cakes, cotton candy, oh my! Fair food is coming to Downtown Macon! This weekend, #downtownmacon businesses will offer fair food, themed drinks, and retail specials. Head to the following businesses for delicious fair-inspired eats:

- A Brooke Haven Lounge
- Seafoot Tavern
- Cashman's Pub
- Dua Fishtank
- Fall Line Brewing Co.
- Felicia's Cake Factory
- Just... See more

14 likes 14 comments **17 shares**

Like Comment Share

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**Da'Jai Ford**  
Sherika Watts High  
Like Reply

**Willardria Rouse**  
John Rouse

Write a comment...

# Social Media Posts

- Members are provided with weekly posts to share on their personal social media accounts
- Weekly email includes branded photo and post copy



**Hype Hounds!**



## Hype Hounds = Influencers

- Hype Hound owners determine their posts
- Post twice each month of dog enjoying downtown while wearing branded bandana

# Hype Hounds Onboarding

- Complete online application
- Complete 1-hour orientation
- Signed commitment form



# 10 Steps to Build Your Hype Team!

- 1) Figure out your “why”
- 2) Launch an application
- 3) Use your board and committees to recruit Hype Team Members
- 4) Establish your review process
- 5) Review applications
- 6) Host an orientation/training for accepted team members
- 7) Create an event sign-up for your Hype Team members
- 8) Keep Hype Team members engaged with socials and incentives
- 9) Hype it up on social media!
- 10) Download the Hype Team toolkit from your Main Street Now app!