

GET HYPED! Turn District Cheerleaders into Social Influencers!

NEWTOWN MACON, MACON, GA
EMILY HOPKINS & SCOTT MITCHELL



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



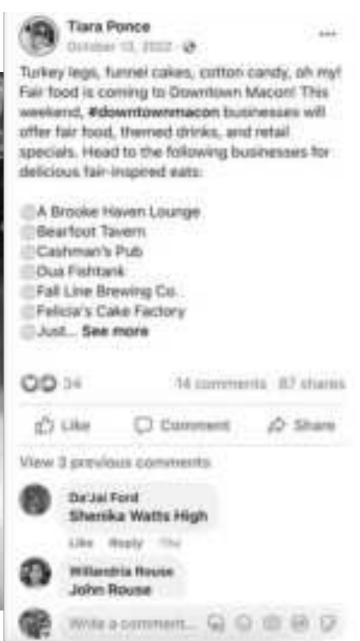




Social Media Policy

- 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







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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





- 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!