



Main Street Board Volunteer
Hapeville On-Line/Social Media Ambassadors
PROGRAM OUTLINE

What's all the BUZZ about?

Hapeville! Want to join us?

Become a Hapeville Social Media Ambassador!

Here are some things that we have come up with!

What are our Main Street Board Social Media Ambassadors?

That's Simple. We are volunteers that are interested in spreading the word about how great Hapeville is!

What do we do?

That's Simple too. We go on-line and we SHARE and SPREAD THE WORD of all that is great in Hapeville!

Top 3 Objectives:

1. Increase Awareness of Hapeville
2. Promote Positive Aspects of the Community
3. Create "Fresh/Authentic Buzz" (ie. resident/grassroots comments rather than corporate messaging) to contribute to creating an Interest in visiting and conducting business in Hapeville.

Top 5 Keep it Simple Start-up Phase Tips:

1. Be brief
2. Be honest
3. Share your unique perspective, comments and photos
4. Post to known/existing entities
5. Use specific page links to re-direct end-users to further information

Don't Know Where to Start?

Go on-line and we SHARE and SPREAD THE WORD of all that is great in Hapeville! You can start here—volunteers have developed this resource:

Downtown Hapeville FB:

<http://www.facebook.com/pages/Downtown-Hapeville/127054431201?v=wall>

Suggested Focus Topics:

- **Events/ Happenings in Hapeville**
 - Posting comments re: City Events/Event Venues
 - Post and comment on independent events/activities in Hapeville—anything that is going on—encourage people to attend!
- **Hapeville Venues**
 - Reviewing our venues such as the Christ Church or the Depot Museum or our Parks!
- **Hapeville Businesses**
 - Posting comments on Restaurants, Service Businesses, Hotels—any great experiences you have had—was one of our Hapeville business owners extra helpful to you--share the experience on-line! Let them and others know about it.

BUSINESS LISTINGS:

What to do? Place reviews and rating of all of our favorite Hapeville businesses—here are some ideas of places to start!

Yelp Hapeville Business Listings:

http://www.yelp.com/search?find_desc=&find_loc=Hapeville%2C+GA+30354&ns=1

Hotels.com Hapeville Listings:

<http://www.hotels.com/de1447391/hotels-hapeville-georgia/>

Hotels in Hapeville on Trip Advisor:

http://www.tripadvisor.com/AllLocations-g34995-c1-Hotels-Hapeville_Georgia.html

Restaurants in Hapeville on Zomato (Urban Spoon):

<http://www.urbanspoon.com/n/9/821/Atlanta/Hapeville-restaurants>

Restaurants in Hapeville on Menu Pix:

<http://www.menupix.com/search-results.php?searchitem=Restaurant+Name+or+Cuisine&where=hapeville%2C+ga&method=&cuisine=%25&loc=10104>