

The Social Serve



December 2023

Upcoming for USTA Georgia

- 2023 Annual Awards Announced!
[Awards Press Release](#)
- CTDW: February 10-11, 2024



Social in December

National Day Calendar [Link](#)

Notable mentions of the month:

- 12/4 - National Sock Day
- 12/7 - Hanukkah Starts
- 12/9 - Christmas Card Day
- 12/13 - National Cocoa Day
- 12/15 - National Ugly Christmas Sweater Day
- 12/18 - National Twin Day
- 12/25 - Christmas



Content Inspiration



Social Media Tips and Tricks

1. Capture the Faces of Tennis - People pictures are a fan favorite! Scrollers on Facebook and Instagram love seeing photos of friends or people they know. Make sure you are spotlighting your amazing players and tennis advocates on your social media.
2. Share, Tag, and Save - Don't be afraid to repost USTA Georgia content or tag the USTA Georgia account in your social media posts. If you see content that you like, save it for future inspiration or redesign it to fit your CTA's personality.

CTA Spotlight



Savannah Area Tennis Association

SATA commemorated the last state championship of 2023 with great pictures of one of their teams. This post includes smiling faces and even has some fun emojis in the caption! Love seeing this fun post, SATA!



Tennis Trivia: Did you know?

The term "love" or zero in tennis is believed to have originated from the French word for egg, "l'oeuf", which resembles the number zero. Egg-traordinary!