

# The Social Serve



## February 2024

### Upcoming for USTA Georgia

#### February 10-11

USTA Georgia Community Tennis  
Development Workshop & Annual Meeting

[Event  
Info](#)

#### March 31

Georgia Tennis Foundation Scholarship  
Application Deadline

[Scholarship  
Info](#)

### Social in February

#### National Day Calendar

Notable mentions of the month:

[February is National Black History Month](#)

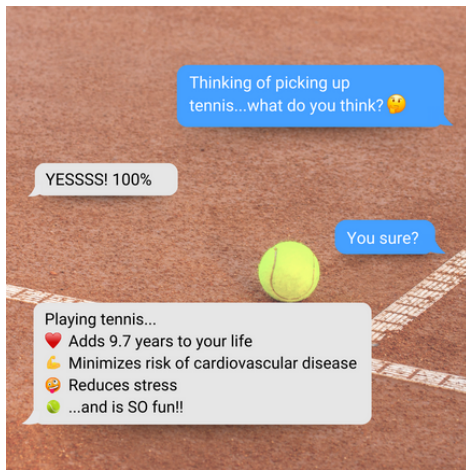
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|-------------|--|
| 2/2         | National Wear Red Day                  |
| 2/7         | National Girls and Women in Sports Day |
| 2/11 - 2/17 | Random Acts of Kindness Week           |
| 2/14        | Valentine's Day                        |
| 2/19        | President's Day                        |
| 2/24        | National Tortilla Chip Day             |

[Website  
Link](#)

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## Content Inspiration (Click images to download)



Valentine's Day



National Tortilla Chip Day

## Social Media Tips and Tricks

- 1. Best Time to Post:** Typically, social media is most popular in the morning before work/school (6-8am) or in the afternoon (5-8pm). Keep these times in mind when planning posts, so followers are more likely to see your content rather than it getting lost.
- 2. Consistent Content:** One way to build anticipation on your social media pages is creating fun, reoccurring content. For example, “Monday Matchup”, “Technique Tuesdays”, or “Spotlight Saturday”.

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## CTA Spotlight

### North Georgia Tennis Association

What a great visual from NOGTA last month- eye-catching, easy to read, fun graphics! Kudos to NOGTA for this event as it also supported local food banks following the holidays.

[Post Link](#)



## Tennis Trivia: Did you know?

Tennis players typically run 2-3 miles per match! During the longest recorded tennis match, John Isner and Nicholas Mahut each ran about 6 miles!



Award-winning WTA Tour tennis is just a drop shot away in Charleston, SC.

Take \$10 off **Credit One Charleston Open** tickets with code **USTAGA!**

[Buy Tickets](#)