

# The Social Serve



## January 2024

### Upcoming for USTA Georgia

#### January 12

2025-26 Board of Directors, District Rep, and Nominating Committee Application Deadline (1st Phase)

[Application Portal](#)

#### January 18

2024 CTDW Early Registration Deadline

[Registration Form](#)

### Social in January

#### National Day Calendar

Notable mentions of the month:

- 1/4 National Trivia Day
- 1/13 National Rubber Duck Day  
National Sticker Day
- 1/15 MLK Day  
National Hat Day
- 1/21 National Hug Day
- 1/24 National Compliment Day

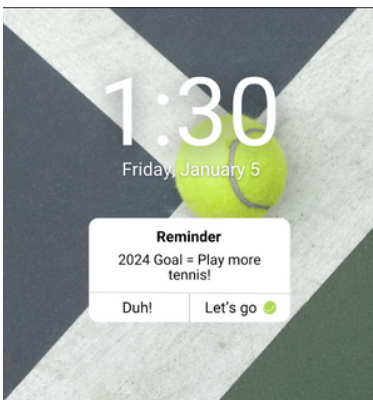
[Website Link](#)

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## Content Inspiration

(Click images to download)



## Social Media Tips and Tricks

1. Using Facebook and Instagram Stories - Stories are great for in-person, action shots or videos; plus, you can re-share your posts on stories to emphasize important information. Stories also have fun features like stickers, location tags, and music!
2. Spotlight your Volunteers - Show some love to your CTA's volunteers by sharing their tennis stories: How did they get involved with tennis? What made them want to volunteer? What does tennis mean to you?

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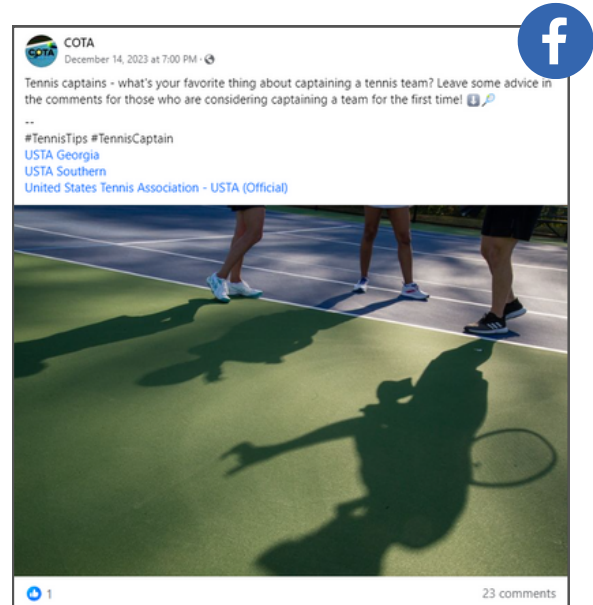
## CTA Spotlight

Clarke Ocone Tennis Association



Not all social media posts have to be colorful flyers or great player pictures. Kudos to COTA for their December post that engaged with followers and encouraged conversations. Great job!

[Post Link](#)



## Tennis Trivia: Did you know?

Historically, tennis balls were either white or black before the ITF incorporated yellow balls in 1972. However, Wimbledon did not adopt yellow tennis balls until 1986.