

# The Social Serve



## March 2024

### Upcoming for USTA Georgia

#### March 22-24

55 and 65 & Over Mixed Doubles  
Regional Invitational, Columbus

\*Deadline to register team - **March 13**

[Registration  
Form](#)

#### March 22-25

USTA Southern 40 & Over Combo Doubles  
League Championship

#### March 31

Georgia Tennis Foundation Scholarship  
Application Deadline

[Scholarship  
Info](#)

### Social in March

#### National Day Calendar

Notable mentions of the month:

- 3/1 World Compliment Day
- 3/6 National Oreo Cookie Day
- 3/10 Daylight Savings
- 3/14 Pie Day
- 3/17 St. Patrick's Day
- 3/18 National Awkward Moments Day
- 3/30 National Doctors Day

[Website  
Link](#)

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## Content Inspiration

(Click images to download)



## Social Media Tips and Tricks

1. **Websites:** Make sure your website is up-to-date with program information. Social media is where you show off the fun your CTA is having, but your website is where new players go to learn more information. Don't miss an opportunity to recruit more tennis enthusiasts!
2. **Avoiding the Spam Folder:** Don't let your newsletters and e-blasts get sent to the dreaded Spam folder! When creating your message and subject line, avoid:
  - A.) All CAPS text
  - B.) The words "free", "bonus", "act now", "
  - C.) Additional email attachments
  - D.) Long subject lines

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## CTA Spotlight

### Special Pops

We love seeing CTA volunteers and showing them some love! Don't forget that people love to see photos of others they know, and these posts get lots of attention. What a great photo, Special Pops!

[Post Link](#)



## Tennis Trivia

Which of the four Grand Slams was the first to be founded?

- A. Australian Open    B. Wimbledon    C. US Open    D. French Open



## DON'T FORGET!

### Marketing Grants Available to You

#### Marketing Match Grant

Have a brilliant marketing idea but need to share some of the finances? This grant is for you!

#### Promo Grant

Show your players some love with some fun USTA Georgia promo items!

#### Social Media Grant

Put money behind your social media content and reach even larger audiences!