

The Social Serve



November 2023

Upcoming for USTA Georgia

- 2023 Annual Awards Announced!
[Awards Press Release](#)
- Southern Combo Doubles State Championship - Macon
- Georgia Tennis Foundation will be participating in an "Event in a Box" for NJTLs on Georgia Gives Day (Nov. 28).



Social in October

National Day Calendar [Link](#)

Notable mentions of the month:

- 11/5 - National Donut Day
Daylight Savings Ends (Fall back)
- 11/11 - Veterans Day
- 11/13 - World Kindness Day
- 11/21 - World "Hello" Day
- 11/23 - Thanksgiving Day
- 11/28 - National Day of Giving



Content Inspiration

(Click images to download)



Social Media Tips & Tricks

1. Emojis - Keep your captions light-hearted and fun with emojis! Emojis are a great way to add some personality to your post, but don't go overboard and distract your reader. 😊
2. Call-to-Action - When advertising a new event, activity, or event information, include a call to action. For example, "Message us for more info" or "Visit our website to register now."

CTA Spotlight



Tennis Valdosta

Tennis Valdosta's announcement post for their spooky round robin event was great! The graphic is eye-catching and includes call-to-actions. Great job, Valdosta!

Tennis Trivia

How long was the longest singles match in recorded tennis history?

- A.)** 8 hours 49 minutes **B.)** 11 hours 5 minutes **C.)** 7 hours 19 minutes

