

The Social Serve



October 2023

Upcoming for USTA Georgia

- Adult 65 & Over State Championship - Savannah
- Southern Combo Doubles State Championship - Bainbridge



Social in October

National Day Calendar [Link](#)

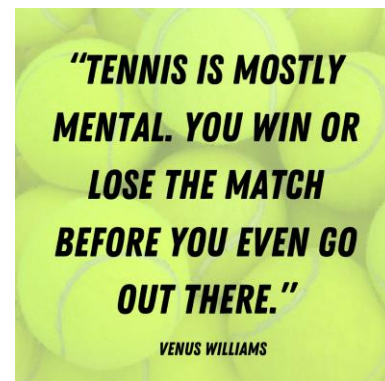
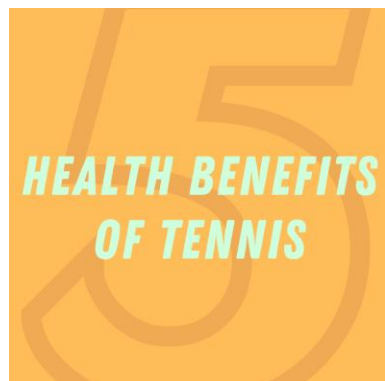
Notable mentions of the month:

- 10/6 - National Coaches Day
World Smile Day
- 10/16 - National Sports Day



10/21 - National Apple Day
10/26 - National Pumpkin Day
10/31 - Halloween

Content Inspiration



Social Media Tips & Tricks

1. Keep Captions Short and Sweet - Unless the caption is sharing league or match details, try and keep captions simple with 1-2 sentences.
2. Add Some Variety to Your Social Feeds - Scrollers like to see a mix of content in their social media feeds. Incorporate fun graphics and ask players to send their team pictures or selfies.

CTA Spotlight

Columbus Regional Tennis Association



Last month, CORTA participated in the Tri-City Latino Festival, and by their pictures, it looked like a blast! Great job to CORTA for their social media post!



Tennis Trivia: Did you know?

Tennis has been around for centuries with the earliest forms dating back to the 12th century in France. During that time, the game was played with the palm of players' hands instead of racquets- OUCH!