

# The Social Serve



## MAY 2024 National Tennis Month

### Upcoming for USTA Georgia

#### May 3-6 Rome

18 & Over State Championship  
3.0, 4.0 Low, 4.0, 5.0

[More Info](#)

#### May 17-20 Macon

18 & Over State Championship  
2.5, 3.5, 4.35

[More Info](#)

#### May 29 - June 2

Callen Cup

[Webpage](#)

#### May 31 - June 3 Columbus

40 & Over State Championship, Columbus  
3.0, 3.5, 4.0, 4.5

[More Info](#)

### Social in April

#### National Day Calendar

Notable mentions of the month:

5/6-5/10 National Teacher Appreciation Week

5/12 Mother's Day

5/27 Memorial Day

5/29 National Flip-Flop Day

[Website Link](#)

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## Content Inspiration

(Click images to download)



## Social Media Tips and Tricks

1. Pictures, Pictures, Pictures: Can not stress enough how important it is to get pictures at your events! Make sure to show off what your CTA is doing (especially because it's NTM) and promote your events on social media.
2. Stock Photos: Pexels.com is a great website to use for FREE stock images if you need to create a general flyer or content post. They have a collection of tennis related images like players, courts, tennis balls, and coaching



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## CTA Spotlight

### Mountain Tennis Association

10/10 to Mountain Tennis for this great event and social media graphic! The registration page is linked in the caption, and MTA created a Facebook event listing for the clinic. Applause all around!

[Post Link](#)

Mountain Tennis Association  
April 11 at 3:22 PM · 🌐

ATTENTION: Mountain Tennis Association would like to invite middle school kids from the North Georgia area including Fannin, Gilmer and Union to participate in a professionally coached 4 week tennis clinic for beginners and intermediate players.

We are proud to say that we have USPTA certified instructors and local experienced coaches teaming up to teach kids and grow tennis.

WHO: Ages 11 - 14 (Middle School)... See more

**FREE!**  
**YOUTH TENNIS CLINIC**  
**4 WEEK SESSION**  
Week 1: April 16th & 18th  
Week 2: April 23rd & 25th  
Week 3: April 30th & May 2nd  
Week 4: May 7th and 9th  
**4PM - 6PM**  
**(AGES 11-14)**  
Location: Blue Ridge City Park  
350 Gray Street, Blue Ridge, GA  
To register: [bit.ly/3VAGzRK](https://bit.ly/3VAGzRK)

👍 5

2 shares

## Tennis Trivia: Did you know?

Originally, in the 19th century, tennis balls were stuffed with rags, horse hair, wool, or other similar materials before being made hollow.



## DON'T FORGET!

### Marketing Grants Available to You

#### Marketing Match Grant

Go above and beyond with your marketing ideas and let us help with costs!

#### 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!