

# The Social Serve



## JUNE 2024

### Upcoming for USTA Georgia

#### May 31 - June 3 **Columbus**

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

[More Info](#)

#### June 7-10 **Columbus**

55 & Over State Championship  
3.0-4.0, 9.0 Combined

[More Info](#)

#### June 14

2025-2026 USTA Georgia Board of Directors,  
District Rep and Nominating Committee  
Application Deadline  
(2nd Phase)

[Application  
Portal](#)

### Social in April

#### National Day Calendar

Notable mentions of the month:

- |      |                           |
|------|---------------------------|
| 6/7  | National Donut Day        |
| 6/8  | National Best Friends Day |
| 6/16 | Father's Day              |
| 6/19 | Juneteenth                |
| 6/20 | Summer Solstice           |
| 6/30 | National Social Media Day |

[Website  
Link](#)

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## Content Inspiration

(Click images to download)



Father's Day



## Social Media Tips and Tricks

1. **Content Metrics** - Make sure you review your posts' performance metrics to understand how many people viewed your content, engaged with it, or clicked on the added link. Facebook constructs a great analysis of post performance and your audience demographic.
2. **Plan Ahead, with Pictures!** - Now is the time to take ALL the pictures. These will be helpful on those days you feel like you have nothing to post. Nothing like a summer throwback picture to get people excited!



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## CTA Spotlight

NOGTA recently held their annual Terry Wood Memorial Tournament to benefit Hamilton Cardiac Services at Hamilton Medical Center. The association hosted over 100 players at the event and raised over \$5,000! Amazing work!

[Post Link](#)



## Tennis Trivia

**Where is the world's oldest tennis court located?**

- A. France       B. Scotland       C. U.S.       D. Germany



## 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 fun USTA Georgia promo items!

#### Social Media Grant

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