

The Social Serve



JULY 2024

Park and Recreation Month

Upcoming for USTA Georgia

July 1

2024 USTA Georgia Awards Portal Open

[Portal Link](#)

July 19-21 **Macon**

JTT State Championship

[More Info](#)

July 20-28

The Atlanta Open

[Tickets](#)

Social in July

National Day Calendar

Notable mentions of the month:

- 7/4 Independence Day
- 7/7 National Rock 'n' Roll Day
- 7/11 7/11 Day
- 7/17 National Emoji Day
- 7/21 National Ice Cream Day

[Website Link](#)

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Content Inspiration

(Click images to download)



Social Media Tips and Tricks

- 1. Lives** - During an event, you can go "live" on social media which means you can livestream video content. This is a great way to show people what's going on, encourage them to participate, and make people feel like they are actually there. Definitely consider going live if you want to add some new flair to your social media.
- 2. Inspiration Can Come From Anywhere** - When trying to brainstorm new content, look at your favorite companies or brands on social media and try and emulate their content. Inspiration can come from the least likely of places, so try something new if you are stuck in a content rut.

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CTA Spotlight

AYTEF

Everyone loves a good throwback, and this photo from the 2021 Atlanta Open is a great way to get people excited for this year's tournament. Way to go, AYTEF!

[Post Link](#)



Tennis Trivia: Did you Know?

Tennis was removed from the Olympics in 1928 due to disagreements between the International Lawn Tennis Federation and International Olympic Committee. The sport was added back to the Olympic program in 1981.



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!