

The Social Serve



AUGUST 2024

Upcoming for USTA Georgia

August 2-4 **Columbus**

Southern Tri-Level State Championship

[More Info](#)

August 10

2024 Georgia Tennis Hall of Fame
Induction Ceremony

[Purchase
Tickets](#)

August 26 - September 8

2024 US Open

September 6-8 **Rome**

Mixed State Championship

[More Info](#)

Social in August

National Day Calendar

[Website
Link](#)

Notable mentions of the month:

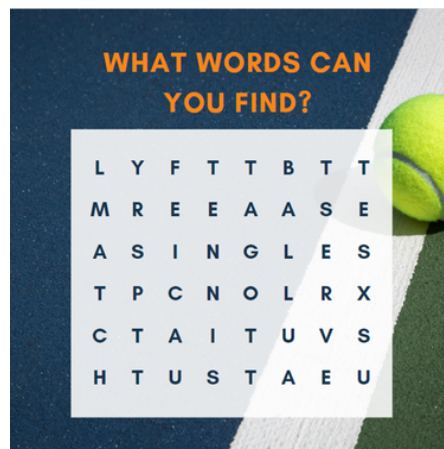
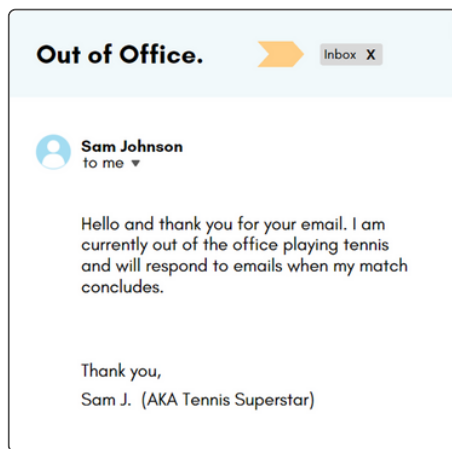
- | | |
|------|---------------------------|
| 8/3 | National Georgia Day |
| 8/4 | National Friendship Day |
| 8/10 | National Lazy Day |
| 8/17 | National Non-profit Day |
| 8/25 | National Banana Split Day |
| 8/26 | US Open commences |

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Content Inspiration

(Click images to download)



Social Media Tips and Tricks

- 1. Member Appreciation** - Show your association members some love by organizing a Member Appreciation event! Whether you feature members on your social media or host an open play gathering at your local courts, members would love a spotlight.
- 2. Inspiration Can Come From Anywhere** - Don't only look to other tennis groups for content inspiration. Creativity can be anywhere! Look at billboards, store signs, or other brands on social media that intrigue you and pull new inspiration.

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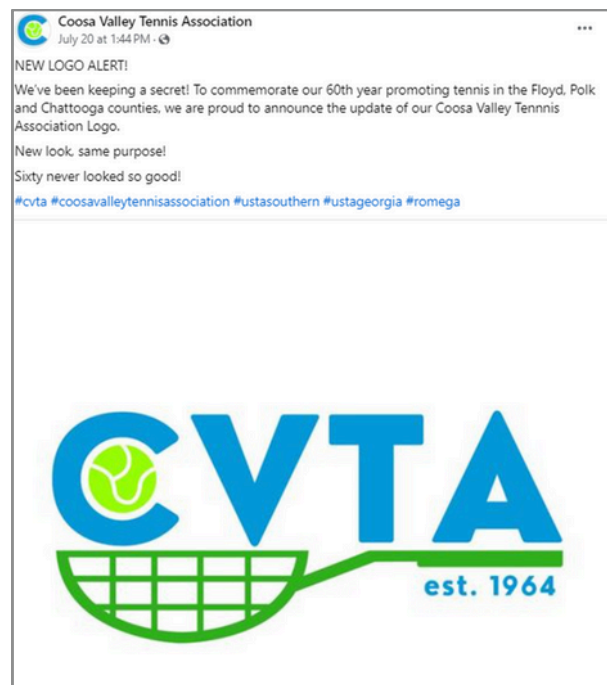


CTA Spotlight

Coosa Valley TA

Shoutout to CVTA who turned 60 years old this July! What better way to celebrate than with a NEW LOGO announcement? Happy belated birthday Coosa Valley TA!

[Post Link](#)



Tennis Trivia: Did you Know?

In 1975, the U.S. Open became the first Grand Slam tournament to feature night matches.



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!