

# The Social Serve



## SEPTEMBER 2024

### Upcoming for USTA Georgia

**August 26 - September 8**

2024 US Open

**September 6-8** **Rome**

Mixed Doubles League State  
Championship

[More Info](#)

**September 20-22** **Columbus**

Southern 55 & Over Combo Doubles  
State Championship

[More Info](#)

**September 20-22** **Rome**

Southern Ozaki Junior Cup

[More Info](#)

### Social in September

National Day Calendar

Notable mentions of the month:

- |      |                         |
|------|-------------------------|
| 9/2  | Labor Day               |
| 9/7  | National Tailgating Day |
| 9/8  | US Open concludes       |
| 9/11 | Patriot Day             |
| 9/22 | First Day of Fall       |
| 9/25 | National Daughters Day  |

[Website  
Link](#)

# The Social Serve



## Content Inspiration

(Click images to download)



## Social Media Tips and Tricks

- 1. Take the Picture!!!!** - We're marketing people and we must show others how great tennis is! If you're hosting an event or a staff outing, take pictures to share on social media. Make your social media a place where people can share their pictures with you and vice versa.
- 2. The Data Behind It** - Facebook and Instagram keep track of your posts' engagement and what your followers like to see. Make a note to check these analytics occasionally to learn what content speaks to your followers and who your page is reaching.

# The Social Serve

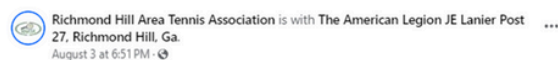


## CTA Spotlight

### Richmond Hill Area TA

What a great Facebook post by RHATA! Not only did they include player pictures, but they also used hashtags and fun emojis. It looks like everyone was having an awesome time at the tournament!

[Post Link](#)



2nd Annual Serve it Forward round robin tournament was held today at the DeVaul Henderson Tennis Courts.

Thank you to all the players that participated in today's event. All proceeds will be donated to Richmond Hill's American Legion Post 27.



#richmondhilltennis #rhata #veterans #supportmilitary #supportmilitaryfamilies #ServeItForward



## Tennis Trivia: Did you Know?

The US Open has been played on 3 different courts surfaces in its history: grass (1881 - 1974), clay (1975 - 1977), and hard court (1978 - Present).



## 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!