

# The Social Serve



## December 2024

In collaboration with Cute Tennis Stuff, USTA Georgia debuts its **Winter Merch Collection!**

### Upcoming for USTA Georgia

#### 2024 Annual Awards

USTA Georgia announces its 2024 Award Winners

[More Info](#)

#### February 8-9, 2025

USTA Georgia CTDW & Annual Meeting

[More Info](#)

### Social in December

National Day Calendar

Notable mentions of the month:

- |       |                     |
|-------|---------------------|
| 12/3  | Giving Tuesday      |
| 12/4  | National Cookie Day |
| 12/13 | National Cocoa Day  |
| 12/18 | National Twin Day   |
| 12/25 | Christmas           |
| 12/31 | New Year's Eve      |

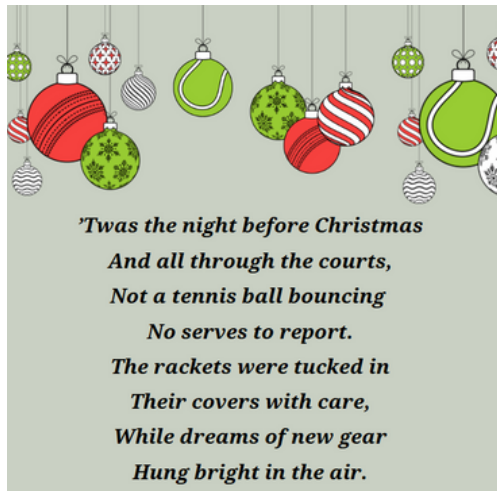
[Website Link](#)

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## Content Inspiration

(Click images to download)



## Social Media Tips and Tricks

🎯 **Start Planning for 2025** - Think about any marketing campaigns, specifically through social media, that you want to manage in 2025. Challenge yourself to prioritize 3 different campaigns to run on your social media that motivate players and promote your organization.

🎯 **Happy Holidays on Social** - It is the holiday season, so make sure your social media channels reflect that. Establish an easy pattern like red and green graphics or a hashtag you use only in December- make sure your followers feel the holiday spirit with your content.



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## CTA Spotlight

### COTA

COTA showed how #thankful they are for their community with this post in November. We love showing appreciation for our players, coaches, and supporter during this season. Awesome job!

[Post Link](#)



## Tennis Trivia

Tennis is the world's \_\_\_\_\_ sport.

- A calmest     B healthiest     C quietest     D least physical



## 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!