

# The Social Serve



## February 2025

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

### Upcoming for USTA Georgia

#### February 8-9

USTA Georgia CTDW & Annual Meeting

[More Info](#)

#### February 17

2025 Grant Applications Open

[Grants Page](#)

#### March 3

World Tennis Day

### Social in February

National Day Calendar

[Website Link](#)

#### February is Black History Month

Notable mentions of the month:

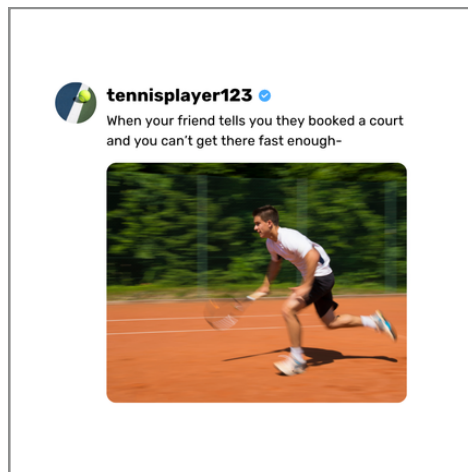
- 2/2 National Groundhog Day
- 2/7 National Girls and Women in Sports Day
- 2/14 Valentine's Day
- 2/17 National Random Acts of Kindness Day
- 2/20 National Love Your Pet Day

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## Content Inspiration

(Click images to download)



## Social Media Tips and Tricks

🎯 **GOals for Gold** - Identify specific goals for your social media in 2025, and decide which metrics you want to track. Whether you are focused on follower counts or engagement rates, see how your online pages grow in the next 11 months.

🎯 **Who are You Talking To?** - When publishing social media content, you must decide your intended audience is: new players, current league members, coaches, potential players, etc. This will help direct the messaging you attach to your social media post. What do you need to communicate to pull in new players? How can we recruit more coaches?

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## CTA Spotlight

### CSRATA

It's awesome to see CSRATA hosting a Red Ball social last month, and by the smiles on everyone's faces, it was a very fun evening. Great job on this post, CSRATA!

[Post Link](#)

CSRA Tennis Association  
January 28 at 10:29 PM · 🌐

We had a blast being part of the Red Ball event at DINK'd last week! Huge thanks to everyone who came out to play, laugh, and make memories on the court. 🎾  
Can't wait for more social tennis fun in 2025—bigger and better than ever!  
#csratennis #ustageorgia #RedBallTennis #DINKd #TennisForAll



## Tennis Trivia: Did You Know?

The US Championships, now the US Open, debuted in Newport, Rhode Island in 1881.



### 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!