

# The Social Serve



Grants are OPEN for 2025! [Click Here](#)

## March 2025

### Upcoming for USTA Georgia

#### March 3

World Tennis Day

#### March 5-9 **Rome**

Georgia Open ITF Wheelchair  
Championships - Level 1

[More Info](#)

#### March 31

Georgia Tennis Foundation Scholarship  
Application Deadline

[Scholarship  
Info](#)

### Social in March

National Day Calendar

Notable mentions of the month:

3/7 National Employee Appreciation Day

3/9 Daylight Savings

3/12 National Girl Scout Day

3/14 Pie Day

3/17 St. Patty's Day

3/18 National Awkward Moments Day

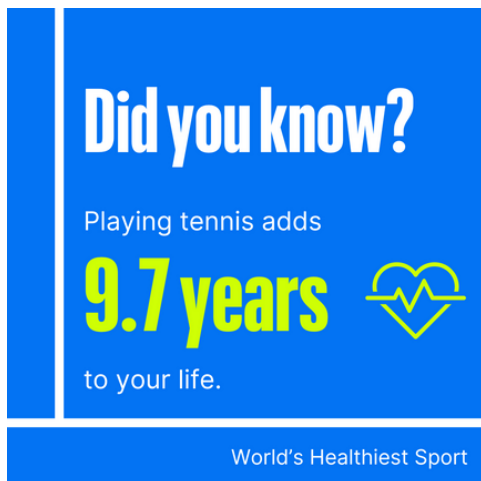
[Website Link](#)

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## Content Inspiration

(Click images to download)



## Social Media Tips and Tricks

🎯 **YOU have to be Social** - To ensure your content remains in people's social media feeds, you must interact with the accounts you follow. Meta prioritizes accounts that engage with other accounts, and if it sees you as dormant, more than likely your content will not be shown as often.

🎯 **Variety is the Spice of Social** - Don't become complacent where all you post are event flyers. Make sure you are uploading a variety of content like videos, reels, and stories. Along with being interactive, different content types will also enhance your page's performance.



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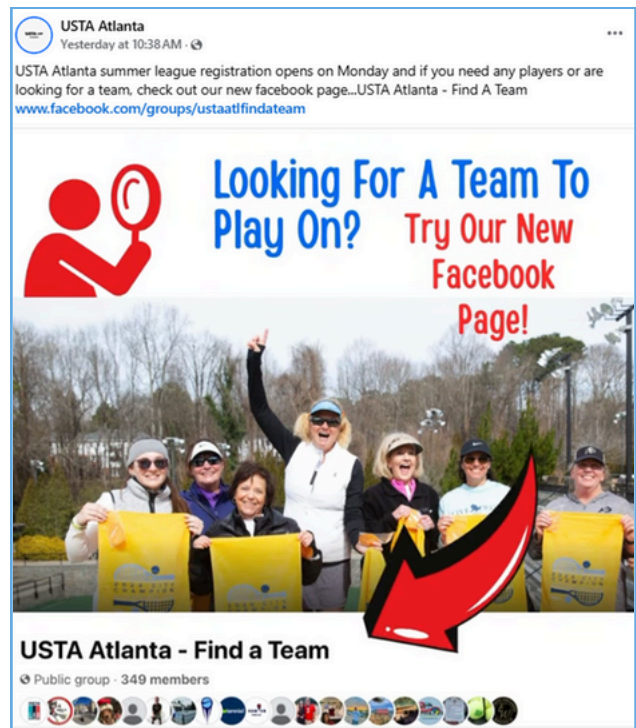


## CTA Spotlight

### USTA Atlanta

What a great way for players to find a team! Facebook groups are the perfect way for individual players to find a team near them that they could join. Awesome idea, Atlanta!

[Post Link](#)



## Tennis Trivia: Did You Know?

Playing tennis 3 hours each week can reduce your risk of cardiovascular disease by 56%? Somebody pass me a racquet!



### 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!