

The Social Serve



April 2025

Upcoming for USTA Georgia

April 3-5 **ROME, GA**

USTA Tennis on Campus National Championship

April 15

Deadline to apply for the 2025 Junior Summer Camp Scholarship

[Application](#)

May 1

Registration Deadline for the USTA Georgia Adult 18 & Over League Tennis State Championship (Levels: Men & Women 2.5, 3.5, 4.5)

[Registration](#)

Social in April

National Day Calendar

Notable mentions of the month:

- | | |
|------|------------------|
| 4/1 | April Fools |
| 4/7 | World Health Day |
| 4/11 | National Pet Day |
| 4/20 | Easter |

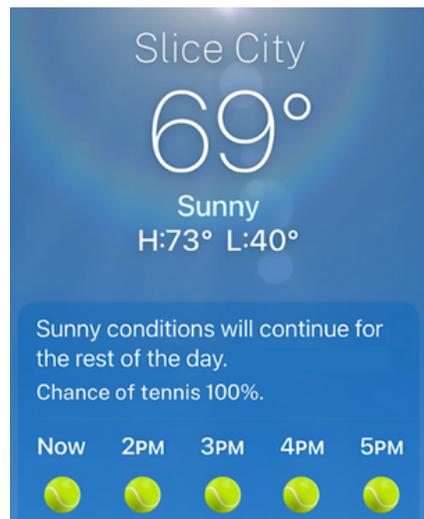
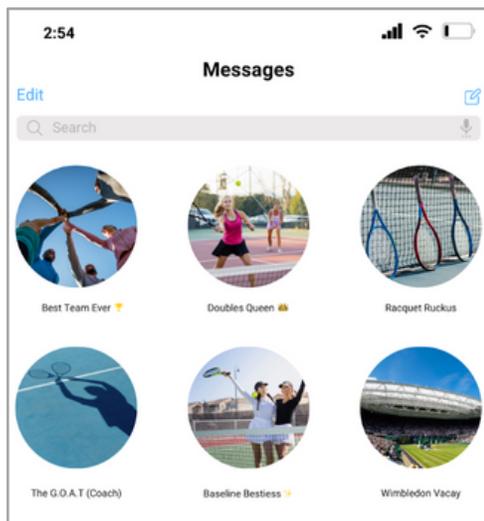
[Website Link](#)

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Content Inspiration

(Click images to download)



Social Media Tips and Tricks

🎯 **Consistency is Key** - Try to be as consistent as possible when posting on social media. A helpful tip would be to designate 2-3 days each week as “post days” (Mon/Wed/Fri or Wed/Sat), so you always know to have something prepared.

🎯 **Take it to the Next Level**- When your CTA has an event, think about ways that you can go above and beyond when it comes to marketing. For example, if you’re hosting a social league at a brewery, consider supplying custom coaster or if you have Rise & Grind tennis social in the morning, you could create personalized coffee cup sleeves.

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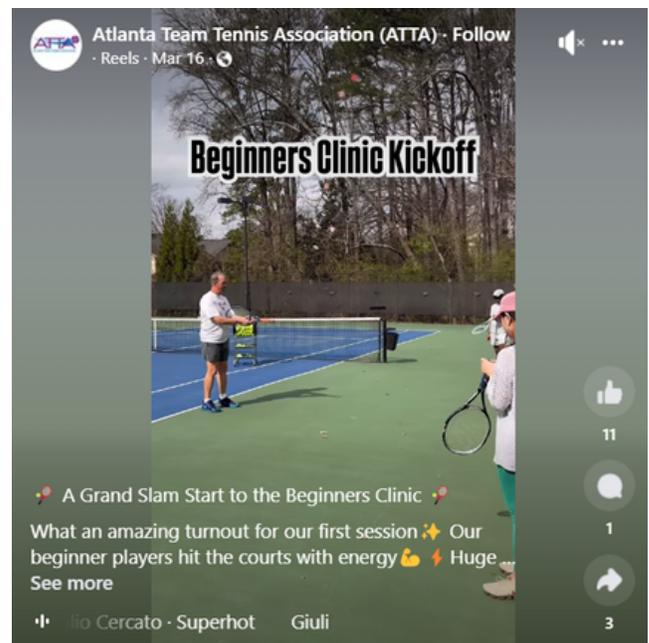


CTA Spotlight

Atlanta Team Tennis Assoc.

Way to SPRING into tennis this season, ATTA! The CTA hosted a Beginner's Clinic where players learned the basics and brought top-level energy to the courts. Awesome job, ATTA!

[Post Link](#)



Tennis Trivia: Did You Know?

Wimbledon was the first Grand Slam to be founded!



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!