

The Social Serve



JULY 2025

Park and Recreation Month

Upcoming for USTA Georgia

July 1

2025 USTA Georgia Awards Portal is Open

[More Info](#)

July 18-20

Macon

Junior Team Tennis State Championship

[More Info](#)

Social in July

National Day Calendar

Notable mentions of the month:

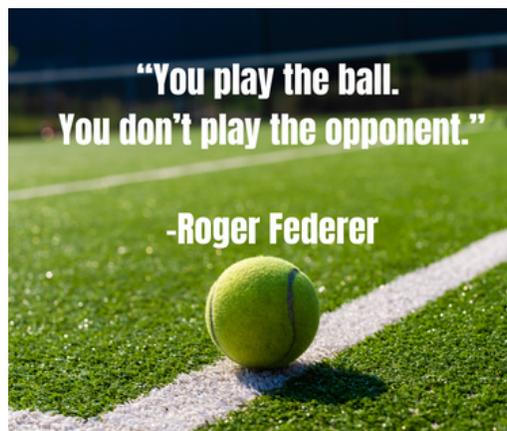
- 7/4 Independence Day
- 7/7 World Chocolate Day
- 7/15 Give Something Away Day
- 7/30 International Day of Friendship

[Website Link](#)

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Content Inspiration



Social Media Tips and Tricks

🎾 Repurpose, Don't Repost

Instead of sharing the exact same content across platforms, slightly tweak it to match the tone of each one.

🎾 Pin Top Performing Content

Pin your most important or viral posts to the top of your profile

🎾 Create a Weekly Series

- Match Point Monday
- Tennis Tip Tuesday
- Throwback Thursday

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CTA Spotlight

CHATA

The “Strings Attached” orchestra students from Troup County School System brought their talents to McCluskey Tennis Complex—starting with a musical performance. Then, with help from the Tennis Apprentice coaches, the students swapped instruments for racquets and got their first taste of tennis.

[Post Link](#)



Tennis Trivia: Did You Know?

Did you know the first tennis balls were made of leather stuffed with wool or hair?



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!