

The Social Serve



JUNE 2025

Upcoming for USTA Georgia

May 30 - June 2 **Columbus**

55 & Over State Championship
3.0-4.0, 9.0 combined

[More Info](#)

June 6-9 **Columbus**

40 & Over State Championship
3.0, 4.0 M&W

[More Info](#)

June 6-9 **Rome**

40 & Over State Championship
3.5, 4.5 M&W

[More Info](#)

Social in May

National Day Calendar

Notable mentions of the month:

6/6 National Doughnut Day

6/15 Father's Day

6/19 Juneteenth

6/20 First Day of Summer

[Website Link](#)

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Content Inspiration



Social Media Tips and Tricks

🎯 Go Live Before or After Events

Instagram or Facebook Lives get priority in followers' feeds. A short tour, Q&A, or post-match recap goes a long way.

🎯 Use the "First Comment" Hack

Put long hashtags or extra links in the first comment (especially on Instagram) to keep captions clean.

🎯 Post at Optimal Times

Typically mornings or evenings work best.

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CTA Spotlight

Macon Area Tennis Association

In May, MATA launched PassCOURT—a fun way to get Middle Georgians on the court. Players picked up a PassCOURT at one of seven USTA facilities, played seven times, and were entered to win a tennis gift basket filled with USTA and MATA swag, gear, and local goodies!

[Post Link](#)



Tennis Trivia: Did You Know?

Did you know there's a tennis tournament played entirely on a floating barge in the Maldives?



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!