

The Social Serve



MAY 2025 National Tennis Month

Upcoming for USTA Georgia

May 2-5 **Rome**

18 & Over State Championship
2.5, 3.5, 4.5

[More Info](#)

May 16-19 **Macon**

18 & Over State Championship
3.0, 4.0 low, 4.0, 5.0

[More Info](#)

May 29 - June 1

Callen Cup

[Webpage](#)

May 30 - June 2 **Columbus**

55 & Over State Championship, Columbus
3.0-4.0, 9.0 combined

[More Info](#)

Social in May

National Day Calendar

Notable mentions of the month:

- 5/3 National Fitness Day
- 5/11 Mother's Day
- 5/26 Memorial Day
- 5/28 National Flip-Flop Day

[Website Link](#)

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Content Inspiration



Social Media Tips and Tricks

🔗 **Use a social media calendar** - Developing a social media calendar makes it easier to plan and coordinate marketing campaigns, track what content has been promoted and when, and prevent mistakes. There are multiple free social media calendar options out there (try [Hubspot's](#) as a starting point!)

🔗 **Content is everywhere**- While it's not literally true that "everything" is content for social media, many things can be transformed into content that is relevant and engaging for various social media platforms. This includes personal experiences, photos, videos, thoughts, and even information from other sources.

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CTA Spotlight

Tennis Valdosta

Way to SPRING into tennis, Valdosta! The CTA kicked off the season with a free Spring Fling Tennis Social, bringing players together for fun, matches, and community spirit.

[Post Link](#)



Tennis Trivia: Did You Know?

Did you know tennis originally involved playing with your hands before rackets were introduced?



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!