

The Social Serve



OCTOBER 2025 Coaches Appreciation Month

Upcoming for USTA Georgia

October 10-13 Savannah

USTA Georgia 65 & Over
State Championships

[More Info](#)

October 24-26 Dalton

18/40 & Over Combo State Championships

[More Info](#)

Social in October

National Day Calendar

Notable mentions of the month:

- 10/5 National Do Something Nice Day
- 10/6 National Coaches Day
- 10/13 Columbus Day
- 10/28 National Chocolate Day
- 10/31 Happy Halloween!

[Website
Link](#)

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Content Inspiration



Social Media Tips and Tricks

🎯 Visual Tricks

- Stick to a consistent color palette or style for brand recognition.
- Use high-quality images and videos; blurry or dark content gets ignored.
- Use short, vertical videos for TikTok and Instagram Reels

🎯 Engage with Others

- Reply to comments and messages quickly.
- Like and comment on posts from your target audience or niche.
- Tag people when relevant (collaborations, shoutouts, mentions)

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CTA Spotlight

USTA Atlanta

USTA Atlanta is kicking off their Fall Captain of the Season Campaign! Players can nominate their captain for bragging rights and awesome prizes, including exclusive USTA Atlanta logo swag!

[Post Link](#)

USTA ATLANTA

NOMINATE FOR

CAPTAIN OF THE SEASON

TELL US WHY YOUR CAPTAIN IS THE BEST AND THEY COULD WIN PRIZES AS THE CAPTAIN OF THE SEASON!

Your Captain Here!

WHO WILL WIN??

SUBMISSIONS MUST BE IN BY LAST MATCH OF THE REGULAR SEASON. WINNERS WILL BE ANNOUNCED AT THE END OF THE SEASON!

Tennis Trivia: Did You Know?

The longest recorded rally in a professional match was 643 shots in a women's match in 1984 in Japan!



DON'T FORGET!

Marketing Grants Available to You

[GRANTS](#)

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!