

# The Social Serve



## SEPTEMBER 2025

### Upcoming for USTA Georgia

**September 5-7** **Rome**

USTA Georgia Mixed League  
State Championships

[More Info](#)

**September 19-21** **Columbus**

55 & Over Combo State Championships

[More Info](#)

**September 18-21** **Rome**

USTA Southern Ozaki Junior Cup

[More Info](#)

### Social in September

National Day Calendar

Notable mentions of the month:

- 9/1 Labor Day
- 9/6 National Play Outside Day
- 9/7 US Open concludes
- 9/12 National Hug & High Five Day
- 9/22 First Day of Fall
- 9/28 National Family Health & Fitness Day

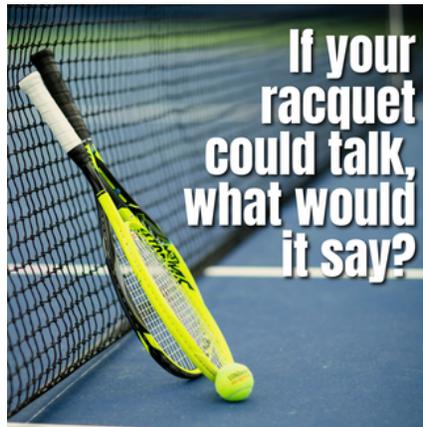
[Website  
Link](#)

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## Content Inspiration

 **tennisplayer123**   
Them: You can't hear a photo  
Us:



## Social Media Tips and Tricks

### Mentions

Mentioning other business, organizations, contributors, and influencers in social media posts is fundamental to social networking. Promote or thank a partner or supporter of your brand to increase mutual exposure and encourage the other party to reshare your post.

### Keep it fresh!

Don't just repost - experiment! Share your message with a video, a blog, or a well-designed photo. The more creative, the more people will engage.

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## CTA Spotlight

### CVTA

The Coosa Valley Tennis Association (CVTA) will be bringing a consignment sale to their Breast Cancer Awareness Tournament in October! Players will have the opportunity to sell gently used shoes, clothes, and tennis gear all while supporting a great cause.

[Post Link](#)

The poster features the CVTA logo at the top, which includes a tennis racket icon and the text 'CVTA est. 1964'. Below the logo is a yellow banner with the text 'CONSIGNMENT SALE'. The event details are listed as 'OCTOBER 3, 2025, 4:00 PM - 8:30 PM, Rome Tennis Center at Berry College'. There are two columns of information: the left column is titled 'Support a Good Cause' and includes an icon of a polo shirt and text stating 'A portion of the proceeds go to Atrium Health's Mammography Fund'; the right column is titled 'Find Some Great Deals' and includes an icon of a tennis skirt and text stating 'On gently used tennis apparel while also shopping sustainably'. At the bottom, there is an icon of a tennis shoe and the text 'Sell Your Clothes', followed by 'Register by September 19' and 'Email president@coosavalleytennis.com'.

## Tennis Trivia: Did You Know?

According to TribeSports.com, tennis players run approximately three miles during a two-set match.



## 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!