

The Social Serve

GAME.SET.POST.

FEBRUARY 2026

Upcoming for USTA Georgia

February 7-8

USTA Georgia CTDW & Annual Meeting

[More Info](#)

February 11

2026 Grant Applications Open

[More Info](#)

March 2

World Tennis Day

Social in February

National Day Calendar

Notable mentions of the month:

[Website
Link](#)

Black History Month

2/2 Groundhog Day

2/4 National Girls & Women in Sports Day

2/14 Valentine's Day

2/17 Random Acts of Kindness Day

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Content Inspiration



Social Media Tips and Tricks

The 70/20/10 Content Formula

For sustainable growth:

- 70% value (tips, education, inspo)
- 20% personality (behind-the-scenes, humor)
- 10% promo (events, products, announcements)

The Golden Engagement Window

First 30–60 minutes after posting:

- Reply to every comment.
- Like and comment on other people's posts.
- Share to stories.

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CTA Spotlight

CORTA

Registration is open for the Adult 55 & 65 & Over Mixed Doubles Regional Invitational, hosted by Columbus Regional Tennis Association - CORTA

[Post Link](#)

**CORTA'S 55 & OVER/65 & OVER
MIXED DOUBLES
Regional Invitational**

MARCH 20 - 22, 2026

55 & Over
NTRP Levels 3.0, 3.5, 4.0, 4.5

65 & Over
NTRP Levels 3.0, 3.5, 4.0, 4.5

USTA
GEORGIA

Deadline to form a team
Thursday, March 5, 2026

Cost
\$38.15/player (includes player lunch)

Location
Cooper Creek Tennis Center, Columbus, GA

Registration Information

- A match consists of 3 doubles positions
- **Format:** Round Robin with possible play-off, depending on number of teams
- **Scoring:** 2 out of 3 sets with match tie-break in lieu of 3rd set
- **Surface:** All matches will be played on clay courts
- **Register** online thru [Tennislink.com](https://www.tennislink.com) Captains create team from "Online Team Creation"

Tennis Trivia: Did You Know?

The fuzz on a tennis ball is on purpose. It helps control speed and makes the ball easier to spin.



USTA Marketing Grant applications will open February 11.

[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!