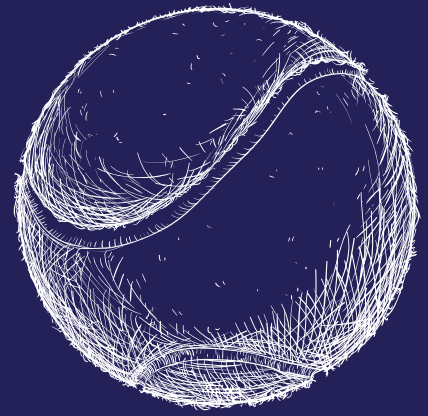




2022 SOCIAL MEDIA PLAN

THE VOICE OF USTA GEORGIA



Character

Purpose

Language



SOUTHERN
GEORGIA

Tone

2022 MARKETING GOALS

ADULT

ADULT/JUNIOR TOURNAMENT

JUNIOR TEAM TENNIS

ADULT RECREATION

SCHOOLS

CTA SPECIFIC PROJECTS

CONTENT PILLARS

- A SPORT OF A LIFETIME -
TENNIS IS A SPORT YOU CAN PLAY AT ANY AGE AT ANY LEVEL

