

50 SOCIAL MEDIA IDEAS

Regularity and variation in your social media accounts is an important part of your marketing strategy. However, it can be difficult to keep producing ideas on what to post. To help, we have produced fifty social media content ideas for your tennis club.

THESE ARE DESIGNED TO HELP YOU:

- Grow visibility
- Attract new members
- Increase participation
- Highlight your community impact
- Build a fun, friendly club identity

MAKE SURE YOU:

Collaborate closely with your coaching team to help create great content to mutual benefit.

TRAINING, TIPS & PLAYER DEVELOPMENT

- 1 Weekly “Tennis Tip Tuesday” - share short videos on grip, footwork, serve etc.
- 2 “Shot of the Week” breakdown - slow-motion videos of your coach demonstrating a stroke.
- 3 Simple at home drills for kids and adults (ball control, wall rally etc.).
- 4 Beginner-friendly explainers - how to hold a racquet, basic scoring, doubles strategy.
- 5 Fitness for tennis - footwork ladders, agility drills, warm-ups, show case Cardio Tennis sessions?
- 6 Serve challenge - players try to hit targets on the court.
- 7 Common mistakes players make and how to correct them.
- 8 Mini workshop replays of coaching clinics.
- 9 How to choose the right racquet or strings for your level.
- 10 Injury prevention - wrist, elbow, and shoulder mobility exercises.

CLUB LIFE & BEHIND-THE-SCENES

- 11 Meet the Coaches profiles - fun facts, favourite drills, why they love tennis.
- 12 Day in the life of the club - short montage of sessions, matches, laughs.
- 13 Maintenance moments - groundskeepers/volunteers preparing the courts, painting lines, prepping nets.
- 14 “Before the doors open”- morning club shots, sunrises and sunsets across the courts.
- 15 Club pets or regular visitors (there’s always a dog somewhere!).
- 16 Court transformation - after a big clean or renovation.
- 17 Behind the scenes at events like tournaments or junior days.
- 18 Rain-day content - how the club adapts when the weather is chaotic.
- 19 Staff or volunteer appreciation posts with quotes.
- 20 Your club archive - old photos, “guess the year,” or past champions.

MEMBER & COMMUNITY SPOTLIGHTS

- 21 Member of the Month - juniors, adults, veterans, social players.
- 22 Junior progress highlights - celebrating milestones (first rally, first match, Competition results).
- 23 “Why I Play Tennis” series - short interviews with different members.
- 24 Birthday shoutouts for players and coaches who want them.
- 25 Family features - celebrate multi-generational tennis families at your club.
- 26 Success stories - a beginner who now competes, or someone returning post injury.
- 27 Volunteer heroes - highlighting those who make the club run smoothly.
- 28 Diversity & inclusion spotlights - wheelchair tennis, Walking tennis, women & girls initiatives.
- 29 Local business shoutouts of your partners and sponsors.
- 30 Member “takeovers” - let a junior player run your Instagram story for the day.

MATCHES, EVENTS & PROGRAMMING

- 31 Match highlights - rallies, great points, fun moments.
- 32 Upcoming tournaments with countdowns and registration reminders.
- 33 League team results - short writeups featuring top performers.
- 34 Social Tennis Nights - recap photos and fun anecdotes.
- 35 Cardio Tennis energy clips - upbeat and visually dynamic.
- 36 Events - Halloween Tennis, Christmas jumper hits, Easter Egg Tennis Hunt.
- 37 Open days - promote and recap with testimonials from attendees.
- 38 Internal ladder/box league tables updated weekly.
- 39 Special guest visits - local players, coaches, motivational speakers.
- 40 Behind the scenes of coaching programmes - What happens in Orange Ball coaching?

EDUCATIONAL, FUN & COMMUNITY ENGAGEMENT

- 41 Rules explained simply - let vs. net cord, tie-breaks, doubles formations.
- 42 Tennis myth-busting - e.g., “You need to be fit to start tennis”
- 43 Interactive polls - forehand or backhand? Clay or hard court?
- 44 Trivia quizzes - “Guess the tennis star from the baby photo.”
- 45 Club history facts - when it was founded, old membership cards, old racquets.
- 46 Giveaways - free coaching session, club shirt, can of balls.
- 47 Seasonal post ideas - winter tennis tips, summer hydration, spring coaching deals.
- 48 Local community partnerships - schools, parks, local charities.
- 49 Sustainability posts - talk about your efforts e.g. recycling balls, environmentally friendly club initiatives.
- 50 “Try Something New” campaigns - promoting programmes you run like Cardio Tennis, Walking Tennis, beginners’ groups.

REMEMBER:

A strong social media post is one that communicates essential information quickly and concisely while also grabbing attention. Make sure that:

- If promoting an event, your event is clearly defined and supported by key details such as date, time and cost, especially if it’s free, as this can be a major draw.
- You use eye-catching images and consistent branding to create a professional feel, and include a clear call to action, such as a booking link, so people know exactly what to do next.
- You highlight the “why” behind the event to help your audience understand the value and you tag relevant groups or pages to extend your reach and visibility of that post.

These ideas aren’t limited to social media either, they also work well for website content. If some information feels too detailed for a post, consider turning it into a news article or blog on your website. This not only keeps your site current and informative but also provides members and visitors with richer, more engaging content that compliments your social media activity whilst keeping the search engine algorithms happy!

The LTA is committed to securing a lasting future for tennis in Britain.

For more help with your membership growth and retention plans visit the [LTA Venue Support Toolkit](#).