

# 50 SOCIAL MEDIA IDEAS FOR PARK OPERATORS

Regular, engaging social media is key to attracting more players, increasing court bookings, and building a vibrant park tennis community. Park Tennis venues rely on visibility, accessibility, and ease of entry, so your content should remove barriers and inspire people to “give tennis a go.”

## THESE IDEAS ARE DESIGNED TO HELP YOU:

- Grow awareness of your park tennis courts
- Attract new casual players and families
- Increase pay & play bookings
- Promote programmes and coaching
- Build a welcoming, community-focused identity

## MAKE SURE YOU:

- Work closely with your volunteers, operators and coaching team (where applicable)
- Always include a booking link or “how to play” message
- Emphasise ease and affordability

## TRAINING, TIPS & GETTING STARTED

Focus on beginner friendly & accessible content

- 1 “Thursdays Tennis Tips” – simple beginner focussed tips
- 2 “First Time on Court?” – What to do & expect when you arrive at the park
- 3 Easy games or activities that can be played with friends / family
- 4 How to hold a racket or how to score a match
- 5 “No Partner – No Problem” – solo practise ideas
- 6 Serve challenges using court marking
- 7 Common beginner mistakes – and how to fix them!
- 8 This park is for everyone - short clips of social player in the park
- 9 “What do I need to Play?” – minimal equipment guide
- 10 Warm ups that anyone can do before stepping on to court

## PARK LIFE & BEHIND THE SCENES

Showcase the informal, welcoming nature of parks

- 11 Meet the coach or Park Operators
- 12 A “day at the park courts” montage
- 13 Court maintenance or upgrades – before, during and after shots
- 14 Morning vs Evening park tennis atmosphere
- 15 Dogs, families, groups – the social side of park use
- 16 Setting up for an event or a social / coaching session
- 17 Rainy day alternatives or rescheduling information
- 18 Staff spotlights – who are the people working in the park
- 19 Historic photos of the park courts
- 20 Other organised activities in the park – not just tennis

## PLAYER & COMMUNITY STORIES

Tell stories about real people and local users

- 21 “Player of the Month” – casual player - not performance related!
- 22 First time player success stories
- 23 “Why I play Tennis in the Park” short clips
- 24 Family Tennis Moments
- 25 Friends playing socially around work
- 26 Players returning to tennis after periods of inactivity
- 27 Volunteer spotlight, or “Community Champions”
- 28 Inclusion stories – walking tennis, women and girls groups
- 29 Local partnerships
- 30 Player Instagram Story takeovers

## SESSIONS, EVENTS & BOOKING PROMOTION

Focus on driving bookings and attendance

- 31 Highlights from coaching sessions or group organised activity
- 32 Promote upcoming sessions with clear links
- 33 Beginner opportunities – “Start Playing Here”
- 34 Social Tennis night re-caps
- 35 Open Day events
- 36 Themed sessions – summer fun, family days
- 37 Weekly Organised Activity reminders
- 38 Guest interviews – coaches, Local Tennis League winners
- 39 “What happens at a beginner session” behind the scenes
- 40 Link in with other existing activities in parks – festivals, fitness classes etc

## EDUCATION FUN & ENGAGEMENT

Help remove barriers and keep things interactive

- 41 Simple rules explained
- 42 Myth-busting: “You don’t need to be good to start”
- 43 Polls: “What time of day is best to play?”
- 44 Tennis Quizzes and fun facts
- 45 Park history and fun local facts
- 46 Giveaways (court hire, free social session etc)
- 47 Seasonal posts – how to play in cooler weather
- 48 Community partnerships and outreach
- 49 Sustainability – court maintenance, recycling tennis balls
- 50 “Try-Tennis” campaigns – encourage first time play

## KEY MESSAGING:

When creating content, prioritise:

- **Clarity:** try to let players know how to book, the cost and how to locate / access opportunities
- **Accessibility:** “No membership required”, “All abilities welcome” and “Equipment Available” (where applicable)
- **Strong Calls to Action:** “Book a Court Now,” or “Join a Beginner Session.”
- **Simplicity:** Real people in a friendly relaxed atmosphere!

## REMEMBER:

For Parks Tennis, your biggest opportunity is converting interest into action immediately:

- Make every post answer: “How can I play tennis here today?”
- Helps create a consistent, easy-to-understand player journey from discovery to booking to playing
- Including things outside of tennis helps engage others with your content