

# 2025 Social Media Planner



AUGUST  
2025

SUN	MON	TUES	WED	THU	FRI	SAT			
	Click the tile to download directly onto your device		5	6	7	8	9		
	10	11		12	13		14	15	16
	17	18		19	20		21	22	23 <i>Throwback Pics</i> Share 2024 Love Tennis photos. Create some excitement.
	24	25		26	27		28	29	30
	31								

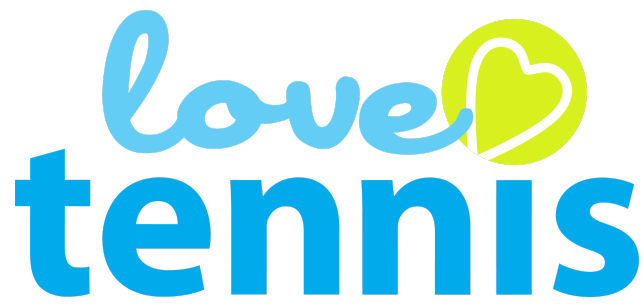
# 2025 Social Media Planner

love  
tennis

SEPTEMBER

2025

SUN	MON	TUE	WED	THU	FRI	SAT
	1	 2	3	 4	 5	 6
 7 Tag  @lovetennisnz	 8 THANK-YOU FOR SUCH A FANTASTIC DAY! WE COULDN'T HAVE DONE IT WITHOUT YOU	9	 10 WE'D LOVE YOUR FEEDBACK LET US KNOW YOUR THOUGHTS?	11	12	13
14 <b>Thank Sponsors</b> Shout-out to your local sponsors or helpers who supported the day.	15	16 <b>Photo Dump</b> Share more Love Tennis photos. Encourage members to share and tag your Club.	17	18	19	20
21 <b>Comp winners</b> Announce all winners from your Love Tennis promos	22	23	24	25 <b>Season Registration</b> Share details for your 2025/2026 Season.	26	27
28	29	30 <b>Stay Social!</b> Share some generic photos of Club Courts or members.				



## Social Media Countdown Calendar

### One Month to Go

- **“One Month to Go” Countdown Post - Sunday 10 August**  
Let your community know this event is for everyone – families, newbies, and returners. “A fun day out for all!”
- **General Promotion - Tuesday 12 August**  
"Learning or Returning to tennis?" Remind your community you're opening your doors to everyone.
- **Colouring Competition Launch – Thursday 14 August**  
Kick things off and let people know how to enter. This one's always a hit with the kids.

### 3 Weeks to Go

- **“3 Weeks to Go” Countdown Post – Sunday 17 August**  
Ask your followers: “Who’s coming? Tag a friend who should join you!”
- **Volunteer/Setup Help – Tuesday 19 August**  
A light-hearted nudge for more helpers: “We need hands for court prep, putting up posters, and morning tea duties.”
- **Playlist Suggestions – Thursday 21 August**  
Ask your followers for song suggestions for your Love Tennis 2025 playlist. Is your Youth Lead the DJ?

### 2 Weeks to Go

- **“2 Weeks to Go” Countdown Post – Sunday 24 August**  
Make this post shareable – encourage tagging and sharing: “Invite your mates – this event’s for everyone!”
- **Prize Promo – Tuesday 26 August**  
Highlight the colouring comp and ASB prize. “You could win a trip to the ASB Classic – here’s how!”
- **Invite your friends – Thursday 28 August**  
“Tag someone who should be there with you!”

### Final Week

- **“One Week to Go!” Countdown Tile – Sunday 31 August**  
“It’s finally here – Love Tennis is this weekend! Let the countdown begin.”
- **One Day Only Club Offering – Tuesday 2 September**  
Share your Club's discounts and promos, offered only on the day

- **Weather Check – Thursday 4 September**

Post based on the forecast. “Sun’s out? Slip, slop, slap! Rainy? We’ve got a Plan B – the fun’s still on!”

- **What’s On – Friday 5 September**

Outline your schedule: “Here’s what to expect – games, giveaways, food, and plenty of action.”

- **“One Day to Go” – Saturday 6 September**

Share a final checklist, ask for last-minute helpers, and build the excitement: “We can’t wait to see you tomorrow!”

## *Event Day*

### ***Go big on socials!***

Post stories, reels, live clips, and photos.

- Introduce your coaches, show off the BBQ, get Youth Leads to take over your socials.
- Tag **@lovetennisnz** on Facebook and **@lovetennis.nz** on Instagram.
- Use hashtags: **#lovetennisnz2025** and **#lovetennis2025**

## *Post Event Week*

- **Thank You Post – Monday 8 September**

A warm thank you to all your volunteers, members, and guests who made the day a success.

- **Feedback Poll – Wednesday 10 September**

“Tell us what you loved and what we could improve for next year – we’d love your feedback!”

- **Sponsor Thanks – Sunday 14 September**

Give a shout-out to your local sponsors or helpers who supported the day.

- **Photo Dump & Winners – Wednesday 10 September**

Share the highlights and announce your colouring comp winners. Ask followers to tag themselves and share with friends.

## *Ongoing Post Suggestions*

- Share Season Registrations Details
- Advise of Interclub Dates
- **Stay Social** - keep posting photos and videos to keep your Club social and seen!