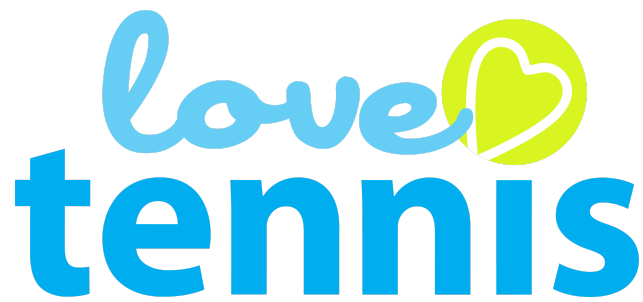




Social Media Countdown Calendar Guide

One Month to Go

- **“One Month to Go” Countdown Post - Sunday 16 August**
Let your community know this event is for everyone – families, newbies, and returners. “A fun day out for all!”
- **General Promotion - Tuesday 19 August**
"Learning or Returning to tennis?" Remind your community you're opening your doors to everyone.
- **Colouring Competition Launch – Saturday 22 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 23 August**
Ask your followers: “Who’s coming? Tag a friend who should join you!”
- **Playlist Suggestions – Tuesday 25 August**
Ask your followers for song suggestions for your Love Tennis 2026 playlist. Is your Youth Lead the DJ?
- **Prize Promo – Thursday 27 August**
Highlight the colouring comp and ASB prize. “You could win a VIP trip to the ASB Classic – here’s how!”

2 Weeks to Go

- **“2 Weeks to Go” Countdown Post – Sunday 30 August**
Make this post shareable – encourage tagging and sharing: “Invite your mates – this event’s for everyone!”
- **One Day Only Club Offering – Tuesday 1 September**
Share your Club's discounts and promos, offered only on the day
- **Invite your friends – Thursday 28 August**
“Tag someone who should be there with you!”

Final Week

- **“One Week to Go!” Countdown Tile – Sunday 6 September**
“It’s finally here – Love Tennis is in one week! Let the countdown begin.”
- **Weather Check – Tuesday 8 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 – Thursday 10 September**
Outline your schedule: “Here’s what to expect – games, giveaways, food, and plenty of action.”

- **“It’s All On Tomorrow!” – Saturday 12 September**

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

Event Day - Saturday September 13th 2026

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 **Tennis NZ** on Facebook and **@tennisnewzealand** on Instagram.

Post Event Week

- **Thank You Post – Monday 14 September**

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

- **Feedback Poll – Thursday 17 September**

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

- **Sponsor Thanks – Sunday 19 September**

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

- **Photo Dump & Winners – 20-25 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!