



## March Social Assets:


### 2023 NSW Women's Week

**Purpose:** To encourage clubs/associations to celebrate 2023 NSW Women's Week with their members.

Social Asset	Suggested Caption	Design
<p><b>1. Instagram &amp; Facebook square tile</b> 1080x1080</p> <p><b>2. Instagram Story Tiles</b> 1080 x 1920</p>	<p>Celebrate Women's Week with us!</p> <p>Women's Week takes place from the 6 - 12 March and is a chance for women and girls across the state to come together to support one another, share information and celebrate women's achievements in the lead up to International Women's Day.</p> <p>The theme of this year's International Women's Day is #EmbraceEquity.</p>	 



## Women Leaders in Tennis: Applications open

**Purpose:** To promote Women Leaders in Tennis and to encourage women to apply for the 2023 Albury program.

Social Asset	Suggested Caption	Design
<p><b>1. Instagram &amp; Facebook square tile</b> <b>1080x1080</b></p> <p><b>2. Facebook tile</b> <b>1600x900</b></p> <p><b>3. Instagram Story Tiles</b> <b>1080 x 1920</b></p>	<p>CALLING ALL SOUTHERN NSW WOMEN - GREAT OPPORTUNITY!!</p> <p>Registrations for the Women Leaders in Tennis program in ALBURY are now open!</p> <p>This program supports women to grow their confidence and skills in community leadership positions through professional development, mentorship and networking opportunities.</p> <p>Join a group of like-minded women, work through a learning project that supports your tennis club and help us increase the number of women leading our tennis communities!</p> <p>For more information and to sign up, visit <a href="http://www.eventbrite.com.au/e/women-leaders-in-tennis-application-albury-2023-registration-394170704187">www.eventbrite.com.au/e/women-leaders-in-tennis-application-albury-2023-registration-394170704187</a></p>	

## March & April Calendar Update

**Purpose:** Increase awareness for players and coaches surrounding upcoming events in March and April.

Social Asset	Suggested Caption	Design
<p><b>1. Instagram &amp; Facebook square tile</b> <b>1080x1080</b></p> <p><b>2. Instagram Stories</b> <b>1080x1920</b></p>	<p>Don't miss the next couple of action packed months!</p> <p>Swipe to see all the events this March and April and enter now - <a href="https://tournaments.tennis.com.au/tournaments">https://tournaments.tennis.com.au/tournaments</a></p>	<p>Instagram Tile:</p>  <p>Instagram Stories:</p> 

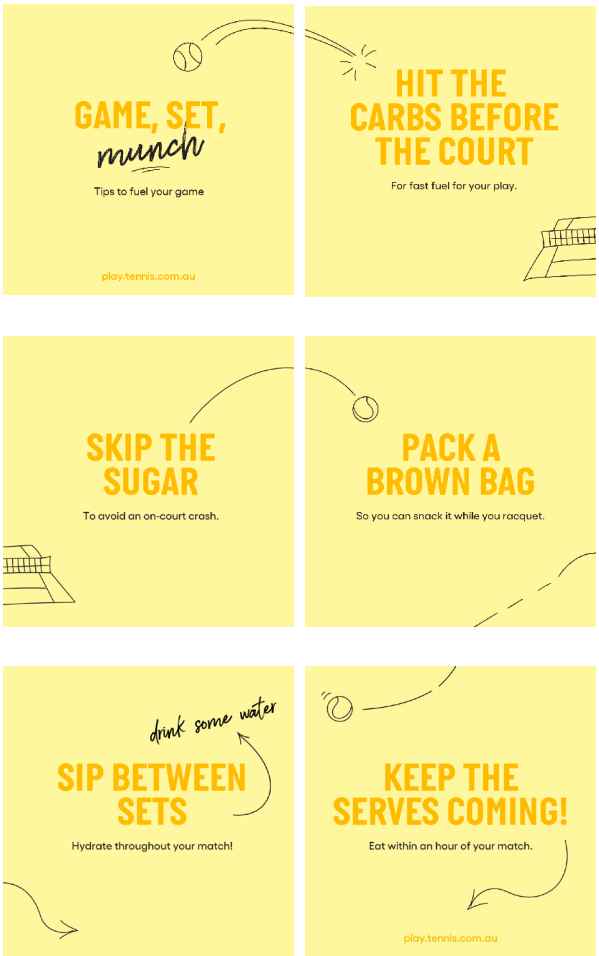
### **Generic Easter tournament promotion**

**Purpose:** To provide clubs/associations with generic Easter tournament assets to promote their upcoming Easter events.

Social Asset	Suggested Caption	Design
<p><b>1. Instagram &amp; Facebook square tile</b> <b>1080x1080</b></p> <p><b>2. Facebook tile</b> <b>1600x900</b></p> <p><b>3. Instagram Story Tiles</b> <b>1080 x 1920</b></p>	<p>Instagram &amp; Facebook: Don't miss out on our upcoming Easter tournament!</p> <p>(Add in information about your event, e.g. date, time, open/junior)</p> <p>Enter now! (add in registration link/details)</p> <p>Instagram Story: Add in your event information in the blank space by using Instagram's text tools.</p>	

## Play Tennis Summer Motivators: What to eat before a match

**Purpose:** To educate players on what to eat before their matches to ensure they play to their best ability.

Social Asset	Suggested Caption	Design
<p><b>1. Instagram &amp; Facebook square tile</b>  <b>1080x1080</b>  <b>(CAROUSEL)</b></p>	<p>GAME, SET MUNCH!</p> <p>Swipe to find out the best tips to fuel your tennis game.</p>	 <p>The design consists of six yellow square tiles arranged in a 2x3 grid. Each tile features a tennis-related illustration and a key tip. The tiles are:         <ul style="list-style-type: none"> <li><b>Top Left:</b> 'GAME, SET, munch' with a tennis ball icon. Subtext: 'Tips to fuel your game'. URL: 'play.tennis.com.au'.</li> <li><b>Top Right:</b> 'HIT THE CARBS BEFORE THE COURT' with a tennis ball icon. Subtext: 'For fast fuel for your play.'.</li> <li><b>Middle Left:</b> 'SKIP THE SUGAR' with a tennis ball icon. Subtext: 'To avoid an on-court crash.'.</li> <li><b>Middle Right:</b> 'PACK A BROWN BAG' with a tennis ball icon. Subtext: 'So you can snack it while you racquet.'.</li> <li><b>Bottom Left:</b> 'SIP BETWEEN SETS' with a water drop icon and the handwritten text 'drink some water'. Subtext: 'Hydrate throughout your match!'.</li> <li><b>Bottom Right:</b> 'KEEP THE SERVES COMING!' with a tennis ball icon. Subtext: 'Eat within an hour of your match.' URL: 'play.tennis.com.au'.</li> </ul> </p>

## Generic Play & Social Images:

