American Platform Tennis Association

TOURNAMENT DIRECTOR GUIDE

Getting Your Tournament on APTA Social Media

A quick guide to promoting your tournament on @americanplatformtennis Instagram

Social Media 101

A quick primer on the two places your content can live on Instagram.

THE FEED

The permanent grid of posts on your Instagram profile.

Best for: polished flyers and announcements you want visible long-term.

Stays up indefinitely

STORIES

Content that appears at the top of the app and disappears after 24 hours.

Best for: quick reminders, reposts, and behind-the-scenes moments.

Disappears after 24 hours

@

How to tag @americanplatformtennis

On a feed post: type @ in your caption and select americanplatformtennis.
On a Story: add the @mention sticker and search americanplatformtennis.

How The APTA Can Help Promote Your Tournament

The APTA supports Tournament Marketing on Instagram in one simple way: **we amplify what you're already posting.**

1.

Registration Flyer Reposts

Post a designed event flyer or video with key details — date, location, registration link, etc. — and we'll repost it to our Instagram Story.

20 sec max video · portrait format · .jpg · .png

2.

Tournament Content Reposts

Post a short, portrait-format video — an additional registration push, an invite to spectators, match content, etc. — and we may repost it to our Instagram Story.

20 sec max video · portrait format · .jpg · .png

The Process

Four steps to get your tournament in front of the APTA Instagram community.

1

Create your content

Design a flyer or film a short video promoting your event.

2

Post it yourself

Share it on your Tournament Instagram feed — or your local Paddle League Instagram feed if you don't have your own.

3

Tag @americanplatformtennis

Tag us in the post. We monitor tags closely and will typically repost within 48 - 72 hours

4

Email Allison, Karen or Debbie

Send a quick note as a backup so nothing slips through the cracks.

THEN...

We repost your content to the APTA Instagram Story.

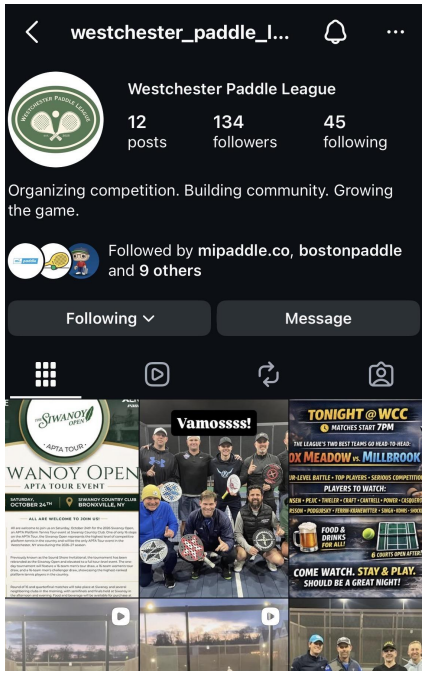
Your event reaches the APTA Instagram following — players, fans, and the broader paddle community.

Post content at least 48 hours ahead

What It Looks Like

An example, start to finish

1



Your Feed Post

The flyer posted on your Tournament or League Instagram feed

2



Reposted to APTA Instagram Story

The same flyer, shared to @americanplatformtennis Instagram Stories

Making Your Creative

You don't need to be a designer — here's how to put something together.

Flyers

Free tools like Canva have ready-made flyer templates — just search “tournament flyer.”

- ✓ Event name front and center
- ✓ Date, location, and registration link
- ✓ Big, high-contrast text — nothing important near the edges

Video

No production needed — your phone is all you need.

- ✓ Shoot vertically (portrait) for Stories
- ✓ Keep it to 15–20 seconds, one clear message
- ✓ Natural light + a steady hand beats fancy editing

APTA BRAND BASICS

007A4D BAE860

Headline: Anton · Subhead: Source Sans Pro

Logo font (reference only): Albertus ExtraBold

Make it yours

Feel free to use APTA's colors and fonts — or keep your tournament's own logo and colors. Either works, as long as it looks like your event.

Content Specs & Timing

Flyers

.jpg .png

Include event name, date, location, and a registration link.

Videos

.mov .mp4

20 seconds max, portrait format preferred. Feel free to make it unique to your event!

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Post at least 48 hours before you want it seen

This gives our team time to catch your tag and get it into our Story on schedule.
Multiple pieces of content are always welcome.

Sample Video Scripts

A starting point — make it your own and bring in your event's personality.

DRIVE REGISTRATION

“Registration is now open for the [Tournament Name]! Grab your partner and sign up today to secure your spot. Don’t wait—the deadline is coming fast. Register now at platformtennis.org/tournaments”

INVITE SPECTATORS

“Join us at the [Tournament Name]! Come out to cheer, connect with the paddle community, and enjoy the action on the courts. Mark your calendars for [date] at [location]—you won’t want to miss it!”

BOTH

“It’s almost here—the [Tournament Name]! Registration is open now, so grab your spot and get ready for an unforgettable weekend of paddle. Not playing? Come out to watch, cheer, and celebrate the game with us. Sign up today and we’ll see you on [date] at [location]!”

CAPTURE THE ACTION

Great for recap posts — film throughout the day:

- ✓ Rally highlights & great points
- ✓ Player celebrations
- ✓ Crowd energy & sideline reactions
- ✓ Trophy or awards moment

Feature Your Sponsors

Once your sponsor list is finalized, let's get creative together.

Reach out once your sponsors are locked in

Send Karen and Allison your finalized sponsor list. We'll brainstorm creative ways to work them into your content — and look for opportunities to feature them on the APTA Instagram.



Example 1: Car Karaoke



Example 2: Paddle + Munchkin Challenge

QUESTIONS?

We're here to help.

Reach out any time about your tournament's social media promotion.



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Quick Reference Guide: APTA Social Tournament Support

Everything you need to promote your tournament, at a glance.

HOW IT WORKS

1 **Your Feed** → 2 **APTA Story**

Post to your Tournament or local Paddle League feed — we'll repost it to our Instagram Story, usually within 48 hours.

CONTENT & TAGGING

Flyers: .jpg · .png

Video: .mov · .mp4 · 20 sec max · portrait

@ **Tag @americanplatformtennis in every post**

APTA BRAND BASICS

Feel free to use APTA's colors and fonts

007A4D · BAE860 · Anton (headline) · Source Sans Pro (body)

THE PROCESS

1 Create your content

Design a flyer or film a short video promoting your event. Leverage free platform like Canva to help create your content.

2 Post it yourself

Share it on your Tournament (or local Paddle League) Instagram feed **48 hours before you want it seen**. This gives our team time to catch your tag and get it into our Story on schedule.

3 Tag @americanplatformtennis

We monitor tags closely and will typically repost within 48-72 hours.

4 Email your APTA contact

Send a quick note as a backup so nothing slips through the cracks.

QUESTIONS?

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