

Palmetto Point Pickleball Club

30-Day Content Plan • October 5 – October 31, 2026 • Mount Dora, Florida

What's inside

- 12 ready-to-post captions with hashtags and photo ideas
- 3 short video scripts for Reels, TikTok and Facebook
- A posting calendar: 3 posts a week, Monday, Wednesday and Saturday
- Fill in anything in [BRACKETS] with your real details before posting

Club snapshot

- Outdoor lighted courts near downtown Mount Dora with busy morning open play
- Mix of active retirees, working adults on evenings and weekends, and a growing group of younger players
- Known for a friendly, welcoming vibe — new players get pulled into games fast
- Runs beginner clinics, a monthly round robin and seasonal social events

Brand voice

Friendly, upbeat and local — like a regular who loves the game and wants you to come play. Short sentences, a little humor, no corporate talk. Always welcoming to beginners, never snobby about skill level.

October posting calendar

Date	Post	Platform	Type
Mon, Oct 5	Open play is back on the fall schedule	FB + IG	Photo
Wed, Oct 7	Kitchen rule, explained in 4 slides	Instagram	Carousel (4 slides)
Sat, Oct 10	Saturday morning energy	FB + IG	Reel / video
Mon, Oct 12	New to pickleball? Beginner clinic this month	Facebook	Photo
Wed, Oct 14	Member spotlight	Instagram	Photo
Sat, Oct 17	Fall Round Robin — sign-ups open	FB + IG	Photo
Mon, Oct 19	Quick tip: reset the ball	Instagram	Reel / video
Wed, Oct 21	Court etiquette reminder	Facebook	Photo
Sat, Oct 24	Weekend court update	FB + IG	Story + photo
Mon, Oct 26	3 drills you can do in 10 minutes	Instagram	Carousel (3 slides)
Wed, Oct 28	Halloween Costume Round Robin — Saturday!	FB + IG	Reel / video
Sat, Oct 31	Halloween recap	FB + IG	Photo album

The 12 posts

POST 1 • Mon, Oct 5 • Facebook + Instagram • Photo

Open play is back on the fall schedule

Caption

The heat finally broke, and the courts are calling. 🍂

Fall open play starts this week: [INSERT OPEN PLAY DAYS & TIMES]. All levels welcome — just bring a paddle and put it in the stack. First time? Tell anyone in a Palmetto Point shirt and we'll get you in a game.

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#openplay](#) [#pickleballcommunity](#)

Photo/video *Wide shot of full courts at golden hour, paddles lined up in the paddle rack.*

POST 2 • Wed, Oct 7 • Instagram • Carousel (4 slides)

Kitchen rule, explained in 4 slides

Caption

The #1 question we get from new players: "Wait, when CAN I be in the kitchen?"

Swipe → Slide 1: The kitchen is the 7-foot zone on each side of the net. Slide 2: You can't volley (hit it out of the air) while standing in it. Slide 3: You CAN step in to hit a ball that has bounced. Slide 4: Momentum counts — if your volley carries you into the kitchen, it's a fault.

Save this for your next game. 📌

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#pickleballtips](#) [#kitchenrules](#) [#beginnerpickleball](#)

Photo/video Simple branded graphics, one rule per slide, court diagram with the kitchen shaded.

POST 3 • Sat, Oct 10 • Facebook + Instagram • Reel / video

Saturday morning energy

Caption

This is what 8 AM on a Saturday looks like around here. ✨

Who's out there this morning? Tag your doubles partner — they know what they did. 🙄

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#saturdaypickleball](#) [#dinkresponsibly](#)

Photo/video 15-second montage: paddles tapping, a long rally, high fives at the net. Use Video Script 1.

POST 4 • Mon, Oct 12 • Facebook • Photo

New to pickleball? Beginner clinic this month

Caption

Always wanted to try it but didn't know where to start? This one's for you.

Our Beginner Clinic runs [INSERT CLINIC DATES & TIMES]. We'll cover the rules, scoring, the serve and the dink — and you'll play real games by the end. Loaner paddles available. Cost: [INSERT PRICE].

Sign up: [INSERT SIGN-UP LINK OR PHONE]. Spots are limited so everyone gets court time.

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#learnpickleball](#) [#beginnerpickleball](#) [#pickleballclinic](#)

Photo/video Coach demonstrating a dink to a small smiling group of new players.

POST 5 • Wed, Oct 14 • Instagram • Photo

Member spotlight

Caption

Meet [MEMBER NAME]! 🙌

Started playing [HOW LONG AGO]. Favorite shot: [FAVORITE SHOT]. Best pickleball advice: "[THEIR QUOTE]."

You'll find [FIRST NAME] on the courts most [DAYS]. Say hi — and watch out for that [FAVORITE SHOT].

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#memberspotlight](#) [#pickleballfamily](#)

Photo/video *Portrait of the member at the net holding their paddle. Get their OK before posting.*

POST 6 • Sat, Oct 17 • Facebook + Instagram • Photo

Fall Round Robin — sign-ups open

Caption

Mark your calendar: the Palmetto Point Fall Round Robin is [INSERT DATE]! 🏆

Mixed partners every round, skill-based pools, prizes for the top finishers and snacks for everybody. [INSERT SKILL LEVELS & ENTRY FEE].

Register here: [INSERT REGISTRATION LINK]. Last round robin filled up fast.

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#roundrobin](#) [#pickleballtournament](#) [#fallpickleball](#)

Photo/video *Photo from a past event: group shot with medals or the bracket board.*

POST 7 • Mon, Oct 19 • Instagram • Reel / video

Quick tip: reset the ball

Caption

Getting smashed at the net? Stop trying to hit harder. Try hitting softer.

Here's the reset: soft hands, paddle out front, drop it back into the kitchen. Watch the 20-second breakdown. 📌

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#pickleballtips](#) [#resetshot](#) [#pickleballdrills](#)

Photo/video *Use Video Script 2.*

POST 8 • Wed, Oct 21 • Facebook • Photo

Court etiquette reminder

Caption

A friendly reminder that keeps open play fun for everybody:

- 🏓 Paddle in the stack, 4 on, 4 off
- 🏓 Winners split up after 2 games when people are waiting
- 🏓 Call "ball on!" if a stray ball rolls onto your court
- 🏓 Welcome the new faces — we were all beginners once

Thanks for making this the friendliest courts in Lake County. 🍀

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#pickleballetiquette](#) [#openplay](#)

Photo/video *Photo of the paddle stack with players chatting in the background.*

POST 9 • Sat, Oct 24 • Facebook + Instagram • Story + photo

Weekend court update

Caption

Weekend update! 📣

[INSERT: any court closures, weather notes, or schedule changes]. Open play runs as usual [INSERT TIMES].

Florida sun still packs a punch in October — bring water and sunscreen, and take a shade break between games.

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#pickleballweekend](#)

Photo/video *Quick phone shot of the courts that morning. Add the times as story text.*

POST 10 • Mon, Oct 26 • Instagram • Carousel (3 slides)

3 drills you can do in 10 minutes

Caption

Got 10 minutes before open play? Do these instead of just warming up. 📌

- 1 Dink cross-court — 25 in a row without a miss
- 2 Third-shot drops from the baseline — 10 that land in the kitchen
- 3 Volley wall — rapid-fire volleys against the backboard

Which one is hardest for you?

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#pickleballdrills](#) [#pickleballtraining](#) [#getbetter](#)

Photo/video *One photo per drill, or text slides in club colors.*

POST 11 • Wed, Oct 28 • Facebook + Instagram • Reel / video

Halloween Costume Round Robin — Saturday!

Caption

Costumes. Paddles. Candy. 🎃 Our Halloween Costume Round Robin is this Saturday, [INSERT TIME].

Prizes for the best costume AND the best record. Bonus points if you can still hit a third-shot drop dressed as a pumpkin.

Sign up: [INSERT LINK OR "at the front desk"].

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#halloweenpickleball](#) [#pickleballfun](#) [#costumeparty](#)

Photo/video *Use Video Script 3.*

POST 12 • Sat, Oct 31 • Facebook + Instagram • Photo album

Halloween recap

Caption

What a morning! 🎃 Thank you to everyone who showed up in costume.

Best costume: [WINNER]. Top record: [WINNER]. Most dedicated: whoever played in the full inflatable dinosaur suit. 🦖

Tag yourself and your partners — and see you at open play Monday!

Hashtags [#pickleball](#) [#pickleballlife](#) [#MountDora](#) [#LakeCountyFL](#) [#halloweenpickleball](#) [#pickleballcommunity](#)

Photo/video *10-15 photos from the event: costumes, action shots, the winners with prizes.*

Video scripts

Video Script 1 — "Saturday Morning" (15 sec)

0–3 sec (HOOK)	Close-up: paddle hits ball. Text on screen: "This is how Lake County does Saturday."
3–10 sec	Quick cuts: players walking in with coffee, paddle stack, a long dink rally, a big put-away.
10–13 sec	Players laughing and tapping paddles at the net.
13–15 sec	Text: "Open play [DAYS & TIMES]. All levels welcome." End on club logo.
Music	Upbeat, trending audio from the app's library.

Video Script 2 — "The Reset" (20 sec)

0–3 sec (HOOK)	Coach to camera: "Getting smashed at the net? Stop swinging harder."
3–8 sec	Slow-motion: a hard drive coming at the player at the kitchen line.
8–15 sec	Coach voiceover: "Soft grip, paddle out front, just absorb it and drop it back in the kitchen." Show the reset shot twice.
15–20 sec	Coach: "Practice it at open play this week." Text: "Save this for later."
Tip	Film with the phone at net height for the best angle.

Video Script 3 — "Costume Round Robin" (15 sec)

0–3 sec (HOOK)	Someone in a costume hits a perfect dink. Text: "Can you win in costume?"
3–10 sec	Quick cuts of 3–4 costumes on court, each one a different funny moment.
10–15 sec	Text: "Halloween Costume Round Robin — Sat, Oct 31. Prizes for best costume AND best record." End on logo.
Before the event	Film a teaser the week before with staff in costumes, or use last year's clips.

Posting tips

- Best times for this audience: 7–9 AM and 5–7 PM
- Reply to every comment in the first hour — it helps more people see the post
- Always get a player's OK before posting their photo or name
- Reels and videos usually reach the most new people — don't skip the 3 scripts

Prepared by PickleBoom • Gregg Allen • [YOUR EMAIL] • [YOUR PHONE]