

FEBRUARY 15 RELEASE

COMMUNICATIONS TOOLKIT



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

OVERVIEW

Will you join us as we welcome New Vols? Monday, February 15, is the Regular Admissions Decision Release Date and we will be sharing multiple initiatives throughout the day to celebrate the Class of 2025. The goal of this day is to welcome new students to our Big Orange Family by:

1. Celebrating New Vols with videos, an Instagram live event, special admit boxes, surprise videos, and more.
2. Pushing admitted students to confirm their enrollment with reasons to make Rocky Top their Home Sweet Home.
3. Encouraging all members of the Volunteer family to celebrate New Vols.

You can find an internal toolkit with social media graphics and videos at tiny.utk.edu/NewVols25.

HOW YOU CAN HELP

Share the below language and linked assets on your social media pages and engage with UT Admissions and UT Knoxville throughout the day.

DAY OF SAMPLE POSTS (MONDAY, FEBRUARY 15, 2020):

Post 1 | New Vol IG Live Event | Timing: Afternoon

- **Twitter**—Help us welcome #UTK25! Head to @utknoxville for an Instagram live at 6:45 pm ET for the Regular Admissions Decision Release! #NewVols #NewVol @ut_admissions
- **Facebook**—Help us welcome the Class of 2025, tonight! Visit @UTKnoxville at 6:45 pm ET for an Instagram Live celebrating the Regular Admissions Decision Release! @UTAdmissions
- **Instagram**—Celebrate with us #Vols and help us welcome #UTK25. @utknoxville is going live at 6:45 pm ET for the Regular Admissions Decision Release! #NewVols #NewVol @ut_admissions
Asset: Image in Toolkit Link

Post 2 | Visit UT Admissions | Timing: Mid-Afternoon

- **Twitter**—Head over to @UT_Admissions to help celebrate the Class of 2025! #NewVols #UTK25 #NewVol
- **Facebook**— Visit @UT_Admissions to celebrate the newest members of the Big Orange Family. Welcome Class of 2025!
- **Instagram**— Head over to @UT_Admissions to welcome the newest admits to the Class of 2025, today! #NewVols. #UTK25 #NewVol
Asset: Share a UT Admissions Post

Post 3 | Congrats New Vols | Timing: After 7 pm ET

- **Twitter**—You will always make your way back to Home Sweet Home, #NewVols. Welcome to the #VolunteerFamily! #UTK25 @UT_Admissions #NewVol
- **Facebook**—We're proud of our history and traditions and excited for you to be part of them, #NewVols. Congrats Class of 2025! @UT_Admissions #NewVol
- **Instagram**—We knew you would make your way back to Home Sweet Home. Congrats to you, #NewVols! #UTK25 @UT_Admissions #NewVol
Asset: Image in Toolkit Link
If applicable to your audiences, push to link: confirm.utk.edu

GOALS

Make the newest admits to the Class of 2025 feel celebrated and welcomed to the Big Orange Family.

HASHTAGS

#UTK25
#NewVols
#NewVol

EVENT DETAILS

Kick-Off to decision release around 6:45 pm ET with Instagram live on UT Knoxville account.

Decisions will be live in a student's VIP Portal at 7 pm ET.

QUESTIONS

Sarah Payton
sarahpayton@utk.edu
865-974-8101

SOCIAL MEDIA INFO

UT Admissions
Twitter // @ut_admissions
Facebook // @UTAdmissions
Instagram // @ut_admissions

UT Knoxville
Twitter // @utknoxville
Facebook // @UTKnoxville
Instagram // @utknoxville

Download graphics and videos at tiny.utk.edu/NewVols25.



IMPORTANT DETAILS

- For the Class of 2025, Undergraduate Admissions has two admissions decision release dates. The Early Action Admissions Release took place on December 14 and the Regular Admissions Decision Release will take place on February 15.
 - The Regular Admissions Decision Release Date is for Regular Admissions Applicants (those who applied after the November 2 early action deadline and by the December 15 Regular Admissions deadline)
 - In Fall 2020, UT welcomed 5450+ new first-year students (the largest first-year class on record!).
 - We encourage you to continue sharing these “Welcome New Vols” assets beyond February 15.
 - We are partnering with Alumni for the Welcome a Vol Campaign and will be celebrating a New Vol Day on April 9. We will send an updated toolkit closer to that date.
 - The confirmation deadline is May 3.
 - Have questions about the various pathways an admitted student may receive? Learn more at **this link**.
 - If you receive any questions regarding admissions decisions, please direct individuals to One Stop:
Email: onestop@utk.edu
Phone: 865-974-1111
Website: onestop.utk.edu
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OVERVIEW OF UT ADMISSIONS SOCIAL MEDIA INITIATIVES

Regular Admissions Day Reminder

- UT Admissions to post at 10 am ET | Admissions announced at 7 pm ET on Portal // Instagram Live tonight

Surprise Campus Tour and HS Visit Video

- UT Admissions to post at 12 pm ET | Video of surprise tour and Central visit.

New Vol Paint the Rock

- UT Admissions to post at 2 pm ET | Paint the Rock Video (Congrats #UTK25)

Surprise Zoom Compilation Video

- UT Admissions to post at 4 pm ET | Video of surprise Zoom admissions.

New Vol IG Live Promo

- UT Knoxville to post at around 6:45 pm ET (UT Admissions to drive students live) // IG will go live and finish at 7 pm ET

Congrats New Vols Post

- UT Admissions to post at 7 pm ET // Congrats New Vols, Sharing Celebrations

Possible Admissions Pathways

- UT Admissions to post at 8 pm ET // Sharing potential pathways as an admit with a tiny link and IG story highlight.

IG New Vol Shareables

- UT Admissions to post at 9 pm ET // Reshare New Vol Effect, Giphy Stickers, Shareable Stories, Etc.