

SENIOR IMPACT

SOCIAL MEDIA DRAFT POSTS

Below are draft social media posts to aid in your Senior Impact promotion. Feel free to tailor these templates to best fit your college or department.

To find general and college-specific graphics, photos, and quotes to accompany the following drafts, please go to tiny.utk.edu/seniorimpact and look for your college's folder.

FACEBOOK

- Leave UT a little better than you found it. See why [STUDENT NAME] is a #SeniorImpact donor. giving.utk.edu/seniorimpact
- Leave UT a little better than you found it. See why [STUDENT NAME] is giving back to [COLLEGE OR DEPT] through #SeniorImpact. giving.utk.edu/seniorimpact
- On Rocky Top you discovered your passion. Give back to the place that gave so much to you through Senior Impact. Pick the program or spot on campus for your gift of \$20.21. giving.utk.edu/seniorimpact
- Make giving look good – Give a \$20.21 gift to any spot on campus and snag exclusive orange & white commencement cords and your name honored in the Student Union. giving.utk.edu/seniorimpact

TWITTER

- Leave UT a little better than you found it. See why [STUDENT NAME] is giving back to [COLLEGE OR DEPT] through #SeniorImpact. giving.utk.edu/seniorimpact
- Seniors, you make giving look good – Score orange & white commencement cords with your \$20.21 gift to any spot on campus. #SeniorImpact giving. giving.utk.edu/seniorimpact
- On Rocky Top you found your passion. Now leave your legacy. #UTGrad2021 don't forget to make your #SeniorImpact gift! giving.utk.edu/seniorimpact

INSTAGRAM

- #UTGrad2020 today, #VFL tomorrow. Now's your chance to light the way for fellow Vols through #SeniorImpact. giving.utk.edu/seniorimpact
- Leave UT a little better than you found it. [STUDENT NAME] is giving back to [COLLEGE OR DEPT] through #SeniorImpact. Join her/him/them and make your mark at giving.utk.edu/seniorimpact
- Y'all make giving look good – Make a \$20.21 gift to any spot on campus and snag exclusive orange & white cords to wear at commencement and your name on the walls of the Student Union. #SeniorImpact #UTGrad2021 giving.utk.edu/seniorimpact

THEMES TO HIGHLIGHT

- Leave UT a little better than you found it.
- Leave your legacy.
- Make your mark.

WHAT DONORS GET

- Exclusive orange & white cords and named recognition at commencement
- Special event invitations
- Honored by name on Senior Impact Wall in Student Union
- *Special alumni tumbler (for recurring gifts)

DONT FORGET TO

- Tag @tenalum in your posts so we can easily share.
- Include the URL in all posts: giving.utk.edu/seniorimpact

QUESTIONS?

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