

NEW VOL DAY | APRIL 9

COMMUNICATIONS TOOLKIT



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

OVERVIEW

We hope you'll join us as we celebrate our New Vols. To show you just how far our Volunteer family reaches, alumni, UT faculty and staff, and current UT students are coming together virtually on April 9 to welcome our newest Vols to the family on our inaugural New Vol Day! The goal of this day is to welcome new students to our Big Orange Family by:

- Having Vols everywhere share why "It's Great To Be A Tennessee Vol" with provided graphics or their custom flag.
- Pushing admitted students to confirm their enrollment by May 3!
- Encouraging all members of the Volunteer family to celebrate New Vols and the Class of 2025, virtually.

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

HOW YOU CAN HELP

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

DAY OF SAMPLE POSTS (FRIDAY, APRIL 9, 2021):

Post 1 | New Vol Day | Timing: Morning

- **Twitter**—#Vols—Celebrate #UTK25 with us on our inaugural #NewVolDay! Head to the link to find different ways you can welcome #UTK25, today. #NewVols @ut_admissions @tennalum
- **Facebook**—Help us welcome the Class of 2025 on our inaugural New Vol Day! Head to the link to find different ways you can welcome our newest members of the Volunteer family, today.
- **Instagram**—#Vols—Celebrate #UTK25 with us on our inaugural #NewVolDay! Head to the link in bio to find different ways you can welcome #UTK25, today. #NewVols @ut_admissions @tennalum
Link to share: tiny.utk.edu/NewVolDay

Post 2 | It's Great To Be A Tennessee Vol | Timing: Mid-Afternoon

- **Twitter**—It's Great to Be A Tennessee Vol because <insert why>. Welcome to the Volunteer Family, #NewVols. We are excited for you to officially join #UTK25! @ut_admissions @tennalum
- **Facebook**—It's Great to Be A Tennessee Vol because <insert why>. We are excited for you to join our Volunteer family, New Vols!
- **Instagram**—It's Great to Be A Tennessee Vol because <insert why>. Share below why you're a #Vol and help us welcome #UTK25! @ut_admissions @tennalum
Asset: Images in Toolkit Link

Post 3 | Make It Official New Vols | Timing: Evening

- **Twitter**—Make it official, #NewVols! Don't forget to join #UTK25 by confirming your enrollment by May 3 at confirm.utk.edu. @ut_admissions
- **Facebook**—New Vols, make it official! Join the Class of 2025 by confirming your enrollment by May 3 at confirm.utk.edu.
- **Instagram**—Have you made it official, #NewVols? Join #UTK25 by confirming your enrollment by May 3 at the link in bio. @ut_admissions
Asset: Images in Toolkit Link
Link to share: confirm.utk.edu

GOALS

To have faculty, staff, alumni, and current students come together to celebrate why it's great to be a Tennessee Volunteer.

HASHTAGS

#UTK25
#NewVols
#NewVol
#NewVolDay

QUESTIONS

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SOCIAL MEDIA INFO

UT Admissions
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UT Alumni
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Facebook // @tennalum
Instagram // @tennalum

Download graphics and images at tiny.utk.edu/NewVolToolkit.

The following online toolkit is available to share externally at tiny.utk.edu/NewVolDay.