

COMMUNICATIONS TOOLKIT



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

APPLY + FAFSA

OVERVIEW

We hope you'll join us as we encourage #FutureVols to apply to the University of Tennessee, Knoxville! We highly encourage prospective students to apply by the early action deadline, November 1, to be fully considered for the most scholarships, including competitive and institutional scholarships. If students apply by the regular admissions deadline, December 15, they will be automatically considered for institutional scholarships.

The 2022-23 FAFSA (Free Application for Federal Student Aid), is now officially open! To apply for grants, work-study, some scholarships, and loans, prospective students will need to complete the FAFSA. If #FutureVols apply to UT by November 1, they will need to complete their FAFSA by December 1 to receive an estimated financial aid package in mid-December. All of this information is essential for students as UT has committed more scholarship dollars than ever before!

HOW YOU CAN HELP

Share the below language and linked assets on your social media pages and engage with UT Admissions this month!

KEY MESSAGES (OCTOBER 2021)

Application Open

- Sample message—Our application is open and we want YOU to join our #BigOrange Family! Apply now at the link. #futurevols

Link to share: apply.utk.edu

Asset: Images in Toolkit Link

FAFSA Open

- Sample message—#FutureVols - the 2022-23 FAFSA is now open! This free application will determine your eligibility for federal, state, and some institutional financial aid. Start your application now at the link. UT's federal school code is 003530

Link to share: fafsa.gov

Asset: Images in Toolkit Link

Early Action Deadline

- Sample message—The early action admission deadline is coming up! Make sure to apply by November 1 to be fully considered for competitive scholarships and honors & scholars programs.

Link to share: apply.utk.edu

Asset: Images in Toolkit Link

Test-Optional Decision

- Sample message—#FutureVols - You have the choice to apply with ACT/SAT scores—or without. It's completely up to you! We know it's a hard decision to make, so here are two scenarios for you to help you decide which path to take.

Link to share: apply.utk.edu

Asset: Images in Toolkit Link

Self-Reported Academic Record

- Sample message—After submitting your application, you'll need to create your Self-Reported Academic Record (SRAR). Follow these steps outlined!

Link to share: tiny.utk.edu/SRAR

Asset: Images in Toolkit Link



GOALS

To have all Vols come together to encourage #FutureVols to apply to UT and inform them on scholarship opportunities!

HASHTAGS

#UTK26

#NewVols

#FutureVols

QUESTIONS

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SOCIAL MEDIA INFO

UT Admissions

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