

# COMMUNICATIONS TOOLKIT

# DECEMBER 15 RELEASE



THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE

## OVERVIEW

Will you join us as we welcome New Vols? Wednesday, December 15, is the Early Action Decision Release Date and we will be sharing multiple initiatives to celebrate the Class of 2026. 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, 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/UTK26](https://tiny.utk.edu/UTK26).

## HOW YOU CAN HELP

Share the below language and linked assets on your social media pages and engage with UT Admissions on **December 15, 2021**.

### Sample Post 1 | Timing: All Day

- The early action admissions decision release is today, December 15! Join us in welcoming #UTK26 as they find out their decisions at 7 p.m. ET in their Go Vols Portal.

*Asset: Images in Toolkit Link*

### Sample Post 2 | Timing: Morning

- @UT\_Admissions is welcoming the newest admits to the Class of 2026 today, December 15! Head over to their page to see how you can celebrate #NewVols.

*Asset: Images in Toolkit Link*

### Sample Post 3 | Timing: Evening (After 7 p.m. ET)

- #NewVols - Welcome to the #VolunteerFamily! We can't wait to see you on #RockyTop.

*Asset: Video in Toolkit Link*

### Sample Post 4 | Timing: Evening (After 7 p.m. ET)

- Congrats #NewVols! We are continuing to celebrate the newest members of the #BigOrangeFamily tomorrow, December 16. Don't miss a @UT\_Admissions Instagram Live event at 4 p.m. ET.

*Asset: Images in Toolkit Link*

## IMPORTANT DETAILS

- For the Class of 2026, Undergraduate Admissions will have two admissions decision release dates. The first will be Wednesday, December 15, 2021 for early action applicants, and the second will be a date in mid-February, 2022 for students who applied by the regular admissions deadline.
- The Early Action Decision Release Date is for Early Action Applicants (those who applied before the November 1 deadline)
- The Regular Admissions Deadline is December 15 (Those decisions will be released in mid-February)
- If you receive any questions regarding admissions decisions, please direct individuals to One Stop: [onestop@utk.edu](mailto:onestop@utk.edu) | 865-974-1111 | [onestop.utk.edu](https://onestop.utk.edu)

## GOALS

Make the newest admits to the Class of 2026 feel celebrated and welcomed to the Big Orange Family.

## DECISION DETAILS

Decisions will be live in a student's Go Vols Portal at 7 p.m. ET.

## HASHTAGS

#UTK26  
#NewVol  
#NewVols

## QUESTIONS

Sarah Payton  
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865-974-8101

## SOCIAL MEDIA INFO

UT Admissions  
Twitter // @ut\_admissions  
Facebook // @UTAdmissions  
Instagram // @ut\_admissions

Download graphics and images at [tiny.utk.edu/UTK26](https://tiny.utk.edu/UTK26).