

COMMUNICATIONS TOOLKIT

FEBRUARY 15 RELEASE



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

OVERVIEW

Will you join us as we welcome New Vols? Tuesday, February 15, is the Regular Admission 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.

HOW YOU CAN HELP

Share the below language and linked assets on your social media pages and engage with UT Admissions on **February 15, 2022**.

Sample Post 1 | Timing: All Day

- The Regular Admission Release Date is today, February 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

- Head over to @UT_Admissions to celebrate the newest admits to the Class of 2026, today! #NewVols #UTK26

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, February 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 has two admission decision release dates. This is the second release, February 15.
- The Regular Admission Release Date is for students who apply by the regular admission deadline (December 15) and complete their application.
- If you receive any questions regarding admissions decisions, please direct individuals to One Stop: onestop@utk.edu | 865-974-1111 | 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

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SOCIAL MEDIA INFO

UT Admissions
Twitter // @ut_admissions
Facebook // @UTAdmissions
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Download graphics and images at tiny.utk.edu/UTK26.