

COMMUNICATIONS TOOLKIT



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

DECEMBER 20 RELEASE

OVERVIEW

We hope you will join us as we welcome New Vols through our Early Action Decision Release on Tuesday, December 20. We will be sharing multiple initiatives to celebrate the Class of 2027. The goal of this day is to welcome new students to our Big Orange Family by:

1. Celebrating New Vols with videos, a TikTok live event, special mailed 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/UTK27.

HOW YOU CAN HELP

Share the below language and linked assets on your social media pages and engage with UT Admissions on **December 20, 2022**.

Sample Post 1 | Timing: 11 a.m. ET

- Sample Messaging: "Today, @utknoxville Early Action Admissions decisions will be released. Join us in welcoming #UTK27 into the Big Orange Family. Follow along with @UT_Admissions to celebrate our talented #NewVols!"
Asset: Graphic or Image from Toolkit Link

Sample Post 2 | Timing: 3 p.m. ET

- Sample Messaging: "@UT_Admissions is welcoming the newest admits to the Class of 2027 today, December 20! Head over to their page to see how you can celebrate #NewVols."
Asset: Graphic or Image from Toolkit Link

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

- Sample Messaging: "Early Action Admissions Decisions are now live with the Go Vols Portal! Congratulations to all #NewVols! We can't wait to see you on Rocky Top soon. We are continuing to celebrate the newest members of the #BigOrangeFamily tomorrow, December 21 with a @UT_Admissions TikTok live at 7 p.m. ET."
Asset: Graphic or Image from Toolkit Link

IMPORTANT DETAILS

- Undergraduate Admissions saw another record-breaking year for applications- this is the largest and most competitive application pool in our institution's history.
- Decisions go live inside the Go Vols Portal at 7 pm E.T. but may not populate in some student views until later into the night.
- For the Class of 2027, Undergraduate Admissions will have two admissions decision release dates. The first will be Tuesday, December 20, 2022 for early action applicants, and the second will be in mid-February, 2023 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 | 865-974-1111 | onestop.utk.edu

GOALS

Make the newest admits to the Class of 2027 feel **celebrated** and **welcomed** to the Big Orange Family.

DECISION DETAILS

Decisions will begin to go live in a student's Go Vols Portal at **7 p.m. ET**.

HASHTAGS

#UTK27
#NewVol
#NewVols

QUESTIONS

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SOCIAL MEDIA INFO

UT Admissions
Twitter // @ut_admissions
Facebook // @UTAdmissions
Instagram // @ut_admissions
TikTok // @ut_admissions

Download graphics and images at tiny.utk.edu/UTK27.