

COMMUNICATIONS TOOLKIT



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

NEW VOL DAY APRIL 19

GIVE A SOCIAL SHOUTOUT TO NEW VOLTS!

We hope you'll join us as we celebrate our New Vols on New Vol Day. To show just how far our Volunteer family reaches, alumni, UT faculty and staff, and current UT students are coming together virtually on April 19 to welcome our newest Vols to the family. The goal of this day is to welcome new students to our Big Orange Family by:

1. Having Vols everywhere share why "It's Great To Be A Tennessee Vol" with provided graphics or their custom flag.
2. Pushing admitted students to confirm their enrollment by May 15!
3. Encouraging all members of the Volunteer family to celebrate New Vols and the Class of 2028, virtually.

You can find a toolkit with social media graphics and videos at tiny.utk.edu/NewVolDay.

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 19, 2024):

Post 1 | New Vol Day | Timing: Morning

- **Twitter**—#Vols—Celebrate #UTK28 with us on #NewVolDay! Head to the link to find different ways you can welcome our newest Vols, today. #NewVols @ut_admissions @tennalum
- **Facebook**—Help us welcome the Class of 2028 on 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 #UTK28 with us on #NewVolDay! Head to the link in bio to find different ways you can welcome our newest Vols 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 #UTK28! @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 #UTK28! @ut_admissions @tennalum
Asset: Images in Toolkit Link

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

- **Twitter**— #NewVols, celebrate New Vol Day by making it official! Join #UTK28 by confirming your enrollment by May 15 at confirm.utk.edu. @ut_admissions
- **Facebook**—New Vols, make it official! Join the Class of 2028 by confirming your enrollment by May 15 at confirm.utk.edu.
- **Instagram**—#NewVols, join #UTK28 by confirming your enrollment by May 15 using the link in our 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

#UTK28, #NewVols,
#NewVolDay

QUESTIONS

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SOCIAL MEDIA INFO

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

UT Alumni
Twitter // @tennalum
Facebook // @tennalum
Instagram // @tennalum

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