**Social Media Guide**

On November 14, we're building on a tradition... **One Day. Two Million.**

**Goal of Big Orange Give:** Raise $2 million in one day. Colleges and units on campus have specific goals too. These goals can be viewed online at [bigorangegive.utk.edu](http://bigorangegive.utk.edu).

Big Orange Give is the university’s day of giving, a 24-hour online challenge for the UT family to show their support of Rocky Top. We need you to be proud, be involved, and be invested by following these 3 quick steps.

**Step 1—Be Proud:** Give your profile a Big Orange Give makeover. Update your social media profile pictures and cover photos to show you support Big Orange Give.

Use one of the profile or cover photo graphics in the toolkit or create your own by snapping a selfie with your Big Orange Give Ambassador button and the “I Big Orange Give because...” card. Or, show off what was in style during your college days with a throwback photo. Whether you are on Facebook, Twitter, Instagram, or LinkedIn—be sure to tag UT Knoxville and UT Knoxville Alumni and use the hashtag #BigOrangeGive.

**Step 2—Be Involved:** Spread the word and create a buzz.

Help spread the word by creating social media posts about Big Orange Give and talk up the day to your friends and family when you see them. You can be original or follow our lead. In the toolkit, we will provide suggested content and images for you to post and email to your network before and during Big Orange Give. As an Ambassador, you have early access to the Big Orange Give website starting on Monday, November 12.

On November 14, share our progress with your social media networks, post and re-post throughout the day. Follow us on Facebook, Twitter, Instagram, and LinkedIn to like, comment, and share our Big Orange Give real-time updates.

**Step 3—Be Invested:** Make a gift and challenge your friends.

Your support will inspire others! You can designate your gift to the area of the university that interests you most. Have an open pledge? Pledges can be fulfilled on Big Orange Give to count toward the overall total.

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**Quick Facts**

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<th>Date</th>
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<td>Goal</td>
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<td>Website</td>
<td>bigorangegive.utk.edu</td>
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<td>Campaign Hashtag</td>
<td>#BigOrangeGive</td>
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<td>Toolkit</td>
<td>bigorangegive.utk.edu/ambassadors</td>
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<td>Campaign Questions?</td>
<td>Kristin Wise, Assistant Director of Alumni Chapters</td>
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<td><a href="mailto:kwise4@utk.edu">kwise4@utk.edu</a></td>
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**Official UT Social Media**

**UT Knoxville Alumni**
- [facebook.com/tennalum](http://facebook.com/tennalum)
- [@tennalum](https://twitter.com/tennalum)
- [tennalum](https://www.instagram.com/tennalum)

**UT Knoxville**
- [facebook.com/UTKnoxville](http://facebook.com/UTKnoxville)
- [@UTKnoxville](https://twitter.com/UTKnoxville)
- [utknoxville](https://www.linkedin.com/company/ut-knoxville)

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HOW TO SPREAD THE WORD

Update your social media profiles.
Download the free Facebook and Twitter cover and profile images from the Ambassador Toolkit and update your accounts to show your school pride.

Promote the event.
Let your family and friends know you’ll be participating by sharing about Big Orange Give on your social media platforms, through personal emails, or by word of mouth. Promoting the event raises awareness for your personal contacts who also have a connection with the university. Keep your networks in the loop by sharing updates throughout the day on November 14.

Let people know why you support UT.
Share a personal story about how UT has impacted your life. “Building on a Tradition” is the theme for 2018’s Big Orange Give, so let them know what traditions mean the most to you and how financial support can inspire the next great class of UT students.

Join the digital conversation.
Join other ambassadors and supporters talking about Big Orange Give by using and following the hashtag #BigOrangeGive. Also follow and share content from the official university and alumni platforms on Facebook, Twitter, Instagram, and LinkedIn.

Big Orange Give Button and Sign
Be proud, and wear your Big Orange Give Ambassador button on November 14. Also, use the back side of the Ambassador Toolkit mailer card to tell the world why you Big Orange Give. Don’t forget to take a selfie with your button and your card, and post it to social media or email the picture to Kristin Wise at kwise4@utk.edu.

COMMUNICATION TIMELINE

Prior to November
Explore the toolkit, follow UT Knoxville, and UT Alumni on social media.

Early November
Introduce your social network to #BigOrangeGive, share the exciting true match and challenges that will be happening, tell why you support the University of Tennessee, show your Big Orange pride on social media and in-person.

Big Orange Give: November 14
Make your gift online, share a personal message about Big Orange Give via social media, email, phone, text message, or face-to-face conversation, reshare Big Orange Give messages from the UT Knoxville and UT Alumni social media pages, use #BigOrangeGive.

The day after
Monitor and share social media and email for follow-up results, take the Ambassador follow-up survey, get ready for Big Orange Give 2019.
BIG ORANGE GIVE FACTS TO KNOW

• 2018 is the sixth year of Big Orange Give
• Donors can support one or more areas of the university during Big Orange Give. There are many opportunities for a donor’s dollars to be matched. To see the complete list of matches and challenges, go to bigorangegive.utk.edu/match.
• At bigorangegive.utk.edu, donors can track the day’s progress via dynamic thermometers that track both campus and college/unit progress.
• Last year, 4,999 donors gave $1.45 million during Big Orange Give. 65% of those gifts were $100 or less.
• UT Alumni social media accounts will be posting updates throughout the day on Wednesday, November 14, and preliminary results will be shared on Thursday, November 15.
• UT has set a goal to raise $2 million during Big Orange Give 2018.

FAQs

How should I communicate?
Email from your email address, text from your cell phone, or post on your personal social media accounts and on any UT Knoxville pages or groups you’re in. UT Knoxville and UT Alumni will be sharing messages on Facebook, Twitter, Instagram, and Linkedin, and participating colleges and units will be sharing messages across the various platforms as well.

How often should I post?
That’s your call! Start by posting at least once on these two dates: November 12 and 13. The recommendation is to post at least 1-3 times before Big Orange Give to promote the event, and at least 3+ times on Big Orange Give. If you’re really enthusiastic, consider giving your networks an hourly update.

What if I don’t know what to post?
When in doubt, go to UT Knoxville and UT Alumni social media accounts and share or retweet content. Add your own comment, or just share the post to help the university by spreading the word.

When should I use the #BigOrangeGive hashtag?
In every post! Hashtags work on nearly every platform. You can use the hashtag as part of your post (i.e. Excited for #BigOrangeGive) or add it to the end (i.e. Excited for Big Orange Give! #BigOrangeGive).

Important URLs

Campaign Website
bigorangegive.utk.edu

Giving Form
bigorangegive.utk.edu/joinme

Hashtag: #BigOrangeGive

On Instagram, search the hashtag #BigOrangeGive and select to follow it so you receive updates from anyone posting about it.