



The Tennessee Family Hub

CampusESP Overview

OVERVIEW

What is CampusESP

- CampusESP, also known as the Tennessee Family Hub, is a CRM platform that bridges the gap between students and their families or support systems. It provides streamlined access to critical information and creates meaningful opportunities for families to stay engaged in their student's success throughout their journey at UT Knoxville.
- Users can personalize the information they receive by subscribing to special interest communities (e.g., Student Life, Student Success, Athletics, Greek Life) and by choosing how often they receive communication (via newsfeed and/or newsletters).

Who is the target audience?

- Parents, family members, and supporters of current UT Knoxville students
- Currently serving ~79,500 users

Content Overview

- Posts should share university-wide updates, events, and information relevant to families.
- All users are automatically subscribed to two general community feeds:
 - UT News
 - Parent & Family News

Tip: Create an account in the Tennessee Family Hub to preview CampusESP from the user perspective. Subscribe to several special interest communities to better understand how content populates the newsfeed and newsletters.



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Content Submission & Best Practices

BEST PRACTICES

- **Content should be written from the perspective of parents, families, and supporters** (ex. “Is your student still looking for a summer experience?”)
- **Avoid phrasing that implies families as mere messengers** (e.g., “Remind your student to...”). Instead, focus on informing and empowering families by sharing insights into the many resources and opportunities available at UT Knoxville, helping them stay meaningfully engaged in their student’s experience.
- **Plan your post with enough lead time.** Post 1-2 weeks in advance of an event or deadline, not the day before.
- **A visual element is required for all posts:**
 - *Do not use logos as the primary visual*
 - Orientation: Horizontal or Square
 - Recommended Size: 600 x 450 pixels
 - Recommended Type & Resolution: JPG or PNG, 72 dpi
 - Must include alt text for accessibility
 - Videos (e.g., from YouTube) must include closed captioning

Content Checklist

- ✓ Decide which platform is best for posting (Facebook, Family Hub, or both)
- ✓ For the TN Family Hub, identify your audience (general community feed, special interest communities, etc.)
- ✓ Choose a clear and informative title
- ✓ Write content from a parent/family/supporter perspective
- ✓ Add a visual element (following above guidelines)
- ✓ Include a link or email for more information or follow-up questions
- ✓ Determine an ideal posting date (1-2 weeks before event/deadline)