

UC Davis Social Media

CASE 2022 Circle of Excellence Documentation

Entry Category: Communications

Entry Name: Building trust in the Administration using Social Media

SAMPLES AND DESIGN ELEMENTS

Trust Building with Aggies - Engagement Examples



Dr. Charan Ranganath
@CharanRanganath



An awesome heartfelt response from
[@Chancellor_May](#).

Gary S. May @Chancellor_May · Jan 8

Welcome back Aggies! It's my first Friday update of 2021, and there is a lot to talk about. Here goes:

I released a statement that condemned the violence at the U.S. Capitol and encouraged our community to stand strong against such challenges ucdavis.edu/news/statement...

[Show this thread](#)

10:15 AM · Jan 9, 2021 · Twitter for iPhone



sue.cusick Omgosh- I love you guys... and UC Davis!! Your endless spirit, sense of fun/humor and compassion is just amazing

Thank you!!!

21h 2 likes Reply



chancellor.may @sue.cusick Thank you for the kind words, Sue. LeShelle and I are really blessed to be a part of UC Davis.

3h Reply



Dr. Kara Moloney
@karamoloney



I am grateful for our [#AggieLeaders](#) [@Chancellor_May](#) & Vice Chancellor [@Renetta_Tull](#) who are leading [@ucdavis](#) to [#Outgrow](#) the "illusion of inclusion."

Bryan Dewsbury @BMDewsbury · Jan 10

".....focusing on the privilege enjoyed by white faculty members rather than "what's wrong" with nonwhite professors, Mathews said"
Faculty members of color see 'illusion of inclusion'
insidehighered.com/news/2021/01/0...

9:23 AM · Jan 11, 2021 from Winters, CA · Twitter for iPhone

3 Likes

heyitsmrjackson's respon...

< Grateful to have you as our chancellor. We appreciate you more than you know. >



Message
heyitsmrjac...



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Response



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Response

Trust Building with Aggies - Engagement Examples



Trust Building with Aggies - Engagement Examples



jannelly_ So grateful for this opportunity. Learned more about what it takes to run an entire uc campus and the ways campus leaders work together to make it more inclusive. Thank you!

2d 1 like Reply



chancellor.may Shout out to yesterday's student shadow Hansinee Mayani, a third year communications major who is also an aspiring singer/songwriter. Some may remember LeShelle and I promoting her song "No More Running" on an episode of Thursday Thoughts last year.

Edited · 19h



chancellor.may @jannelly_ I'm glad to hear you had a good experience! It's always a pleasure to spend the day with students and learn from them. 🙌

1d Reply



hansineem Thank you so much for this incredible opportunity! It was such an honor to listen in and be a part of all the inner workings of campus life through the eyes of the chancellor.

3d 14 likes Reply



duckcoubearaggie Fantastic! You're such a great leader!

2d 1 like Reply



chancellor.may @hansineem Thank you for shadowing me! I learn just as much from the experience as our students do.

3 likes Reply



T. Malone Jr. @Toast_Malone88 · 19h

Replying to @Chancellor_May and @SierRawrMaria

I love reading all these acceptance tweets and seeing @Chancellor_May reach out to new students, it makes me proud to be an Aggie alum. Congrats Sierra!!



acn123
@acn1235

Replying to @Chancellor_May and @Eliza_andrada

High on my list of things I like about working for UCD is chancellor tweets. Love it 😊

3:12 PM · Apr 22, 2021 · Twitter for iPhone

1 Like



Trust Building with Aggies - Engagement Examples

Yesterday at 9:51 PM



Hey Chancellor May! I am student here at UC Davis and just wanted to say that your an inspiration. I am transfer student and it is nice to representation as a black student and also just a good person being themselves.



Beronda Montgomery, #LessonsFromPlants April 2021 @ · Apr 14 ...

Thanks for these thoughtful reflections & transparency @Chancellor_May.



Statement from UC Davis Chancellor Gary S. May ...
UC Davis Chancellor Gary S. May issued the following statement today (April 13): In quantum ...
ucdavis.edu



elyserios

Assign Conversation ▼



Replied to your story

LINK FOR MY FULL STATEMENT ON THE VERDICT OF DEREK CHAUVIN IN MY BIO.
A VICTORY TODAY, BUT THERE IS MUCH WORK TO DO.
IF YOU NEED HELP OR SUPPORT I HAVE RESOURCES LINKED IN MY STATEMENT.



Only you can see this



You are truly an amazing leader and such a wonderful role model!!!! Thank you for making this statement, you make me so proud to be a UCD alum 🧡💙💜



Trust Building with Aggies - Engagement Examples



sagar.saga @chancellor.may I was so excited when you were announced as our new leadership in 2017! I left to #Rwanda as a #fulbright postdoctoral scholar in 2017, but keep hope I'll get to meet you in person one day! As a double alumni Aggie, I know I would not have the experiences and opportunities I have had without @ucdavis



19h 1 like Reply

— View replies (1)



mattdiaz35 I can only imagine the exhaustion caused by the stress of walking through life worrying about potential random interactions w/ officers, but also other people in general. I've heard you speak in San Ramon, your words resonate. Today, again they resonate and impact us Aggies. Strength, understanding, showing love and caring for one another is what will take us towards the lives that we should be living...a life w/ peace. Thanks for your strength, your ability to speak up and be heard. Thanks for being a compassionate Leader!! 🙏🙏🙏



2d 3 likes Reply

Trust Building with Aggies



c.b.modern Thank you Chancellor May__ for sharing a wisdom giving both voice and alternative choice/direction to the many now soul searching for answers. You are a beacon of light and a gem to humanity. "Look for the Good and praise it" Alex Haley.



1d 1 like Reply



Professor Augustine Esogbue • 1st
Professor Emeritus at Georgia Institute of Technology

You have a most competent leader with decades of legendary experience on the subject. What is more, you will enjoy his down to earth genuine communicative style. You are in for a treat. Enjoy, learn and imbibe a transformative experience.

Like · Comment · Reply



leila.adatto It was a pleasure meeting you and LeShelle as well! @o.algr

5h 2 likes Reply

— View replies (1)



orli.vetexpo Such a pleasure meeting you and LeShelle! Thank you for letting us be on your Thursday Thoughts :)



Lynn Norsworthy Fischer
So fun, I hope my daughter meets him before she graduates in June!

Like · Reply · 2h



Kristen Nicol Bennett
How fun!!

Like · Reply · 1h



Lisa Elshoff
I hear that's a "goal" of UC students - to snap a photo with their Chancellor - how fun! And, cute photo!

Like · Reply · 4m

Trust Building with Aggies



Tanishq Mathew Abraham 🙏
@iScienceLuvr

My sister [@sopranotiara](#) and I are proud to be studying at [@ucdavis!](#)
This is who we are... [@Chancellor_May](#)

A California University Tries to Shield an Entire City From Coronavirus by [@ShawnHubler](#)



A California University Tries to Shield an Entire City From Coronavirus
The University of California, Davis, is providing free testing, masks and quarantine housing to tens of thousands of people who live nearby.
[nytimes.com](#)

4:29 PM · Jan 31, 2021 · Twitter Web App

2 Retweets 12 Likes



Gary S. May @Chancellor_May · 21h
You can't be what you can't see.



CHANCELL-ING: A Month to Honor Role Models and Mentors
February is Black History Month, a time to celebrate the historic contributions of African Americans and honor our struggles and ...
[leadership.ucdavis.edu](#)

1 5 32



Mahiri Moore Jr.
@moejaayy

Replying to [@Chancellor_May](#) and [@CalAggieAlumni](#)

I'm beyond blessed to receive your guidance, Chancellor May.

1:48 PM · Feb 4, 2021 · Twitter for iPhone

Trust Building with Aggies



Janet Cowperthwaite

Chancellor May - you are such an inspiration!! So proud that my daughter attends UC Davis. Such a wonderful university - and it thrives under your leadership.

[Like](#) · [Reply](#) · [Message](#) · 10h



Dee Miller

Congrats- you are getting up there but an inspiration for a black man like myself who wants to make an impact the way you have. Keep pushing 🏆🏆

[Like](#) · [Reply](#) · [Message](#) · 23h



Even my 5-year-old saw you on TV and said: “there’s Chancellor May!”



Dr. Sarah Oktay
[@sarahok](#)



Thank you for your leadership [@Chancellor_May](#)



Gary S. May [@Chancellor_May](#) · Jan 18

A day on, not a day off. twitter.com/ucdavis/status...

Trust Building with Aggies

lylpa4's response



aallisonrose's response



< You both are very inspirational and I want to thank you as a Mother of a UC Davis student >

< I think you are amazing and I am so glad you're my chancellor! >



makkeroni Thanks for featuring my Harry Potter house feedback! Such a fan of your videos! I work on campus at the Arboretum and Public Garden 😊🌿 Hope to see you out there one day!



1d 2 likes Reply



Message
lylpa4



Share
Response



Delete
Response



Message
aallisonrose



Share
Response



Delete
Response

Trust Building with Aggies

 **Samantha Oluchi Etchie**  [@luchibaaby](#) ...

God got me into UC Davis! ldk how but we serve a good God 🙌🙌🙌🙌🙌🙌

12:47 PM · Apr 22, 2021 · Twitter for iPhone

3 Retweets 1 Quote Tweet 138 Likes



 **Gary S. May** [@Chancellor_May](#) · 20h ...

Replying to [@luchibaaby](#)

Congrats, Samantha! We're so happy to have you as part of our Aggie family. 🎉

1 1 5

 **Samantha Oluchi Etchie**  [@luchibaaby](#) · 19h ...


Aww thank you so much! I really appreciate Chancellor May 👤

1 1

 **Jwhite518** [@jwhite518](#) · 17h ...

Ooh celebrity tweet!

1 2

 **Sonam** [@sonam1k](#) ...

"We had a chance to observe some of the missteps at other universities and we were dead set on not making those same mistakes." - [@Chancellor_May](#)

Good leadership + compassion + emphasis on science = THIS. So proud to be a [@ucdavis](#) alum! [#goags](#)

 **The New York Times**  [@nytimes](#) · Jan 30

The school has made free coronavirus tests available to all 69,500 people in the city of Davis. Experts say the program is the most ambitious one of its kind in the U.S. and could be a model for other universities. [nyti.ms/3oF0wD6](#)

[Show this thread](#)



Max Whittaker for The New York Times

1:50 PM · Jan 30, 2021 · Twitter Web App

Trust Building with Aggies

Dear Chancellor May,

Thank very much for your response!

I am sorry you and your family had to go through the same thing. However, I wanted also to tell you that I really like what you together with your wife are doing to be connected with us! You both remind me of Barack and Michelle Obama!

I will check the link you sent me!

Thank you again and have a great day!

Sincerely,
Leonardo Mazzei



Samuel Graham @Sam_Graham_GT · 12h

Congratulations @Chancellor_May . This is well deserved. Thank you for the legacy you have created. Thankful to be in this group of mentees that learned from you.

AAAS @aaas · 22h

Congratulations to @Chancellor_May, winner of the 2021 AAAS Lifetime Mentor Award!

May will receive the award in a virtual ceremony on Feb. 10, during the #AAASmtg. Read about his three decades of mentoring at @GeorgiaTech and @UCDavis: fcl.d.ly/avas9vz



Dr. Charan Ranganath

@CharanRanganath



@nytimes featured the heroic work done by @ucdavis @Chancellor_May to fulfill our academic mission while protecting our students, fac+staff, & community. A truly remarkable achievement reflecting the hard work, integrity, & resourcefulness of our faculty & community partners



UC Davis Environmental Health Sciences Center @UCDavisE... · Jan 30

@ucdavis made the front page of the @nytimes! Well deserved national attention for its #Covid19 response. #PublicHealth 🙌🙌🙌 @UCDavisHealth @UCDavisResearch @UCDavis_PHS @BradPollock19 nytimes.com/2021/01/30/us/...

9:22 AM · Jan 30, 2021 · Twitter Web App

Trust Building with Aggies

 **Melanie Booth** @boothmelanie · Jan 30 ...
"U.C. Davis has made free coronavirus tests — twice weekly, with overnight results — available to all 69,500 people in the city of Davis and hundreds of nonresidents who just work there." Maybe this is really what "serving the public good" looks like. #highered

 **Kristen Eshleman** @kreshleman · Jan 30
A California College Tries to Shield an Entire City From Coronavirus
[nytimes.com/2021/01/30/us/...](https://www.nytimes.com/2021/01/30/us/...)

1 8

 **Melanie Booth** @boothmelanie · Jan 30 ...
@karamoloney !!!

1 2

 **Dr. Kara Moloney** @karamoloney ...

Replying to @boothmelanie

Yup. Our Provost is an epidemiologist, so the @ucdavis response to #COVID has been thorough, intentional, and organized. I'm so grateful for the #Leadership of @Chancellor_May & Provost Croughan. #AggiePride!

12:34 PM · Jan 30, 2021 · Twitter for iPad


 **Mary Ann Miller Bates** @MaryAnnMBates · Jan 30 ...
Grateful to @Chancellor_May for extending UC Davis's testing beyond the edge of campus.

My new weekly routine: bike to testing center, in/out in 5 min flat, results in 24h. Bonus: it's a painless saliva test.



A California University Tries to Shield an Entire City From Coronavirus
The University of California, Davis, is providing free testing, masks and quarantine housing to tens of thousands of people who live ...
[nytimes.com](https://www.nytimes.com)

1 5

 **Mary Ann Miller Bates** @MaryAnnMBates ...

Replying to @MaryAnnMBates

Very on-brand for UC Davis: For the rapid covid tests, @michelmorlab @genomecenter repurposed lab equipment that identifies plant DNA for agricultural breeding

Papa May – Family Man

<https://www.instagram.com/tv/CMSY11xjtyA/>



chancellor.may



themilhouse77 Chancellor May, you forgot to wear your track suit!



48w 2 likes Reply

View replies (1)



gracefransisca @chancellor.may Papa May probably work out in his suits! 🤔🤔



48w 4 likes Reply



themilhouse77 @chancellor.may 🤔



48w Reply



tjecenter @chancellor.may 🤔🤔🤔🤔



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MARCH 11, 2021



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Moonlight Breakfast - Service Leadership



<https://www.instagram.com/tv/CMSY11xjtyA/>



 chancellor.may ...

 chancellor.may Moonlight Breakfast 2021



10w

 isabellatroncin biggest fan right here 

9w 1 like Reply

 isabellatroncin @liztsiunchik @jacob.enderle @_will.christensen_ period 

9w 2 likes Reply

 isabellatroncin i love this 

9w 1 like Reply

5,732 views

DECEMBER 7, 2021

 Add a comment... [Post](#)

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Authentic Leadership

https://twitter.com/Chancellor_May/status/1384634678661943301?s=20&t=QrSGU_XAyeTsrYvue4ub1A

We join others across the nation in expressing relief that justice was served. Whatever you feel about today's verdict, it's another reminder of how much more we have to do to heal as a nation. The work continues. ucdavis.edu/news/statement...



3:26 PM · Apr 20, 2021 · Twitter Web App



Oanh Meyer @MeyerOanh · Apr 20, 2021

Replying to @Chancellor_May

Thank you for being so real.



Dr. Crystal Rogers 🌸🌸🌸 @RogersLabUCD · Apr 20, 2021

Replying to @Chancellor_May

Thank you for your words and for sharing your emotion @Chancellor_May. Same feelings over here. 🙏



8,574

Total Views

52

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Thoughts
videos

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(likes, comments,
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