SAMPLES AND DESIGN ELEMENTS
Trust Building with Aggies - Engagement Examples

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/2021/01/10...

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

3 Likes

Grateful to have you as our chancellor. We appreciate you more than you know.
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The king

this is the greatest day of my life

PAPA MAY HELPING US THROUGH FINALS WEEK AT AGGIE MOONLIGHT BREAKFAST

@chancellor.may

@catleyaya_ @chancellor.may @ucoaves
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jannely_ 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 @jannely_ 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

agcougbearaggie Fantastic! You’re such a great leader!
2d 1 like  Reply

T. Malone Jr. @Toast_Malone88 · 19h
Reposting 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!!

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

aon123 @aon1235
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
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

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 💖💙💖
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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 as a double alumni Aggie, I know I would not have the experiences and opportunities I have had without @ucdavis

19h  1 like  Reply

mattdia35 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.

leila.adatto It was a pleasure meeting you and LeShelle as well! @o.algr
5h 2 likes Reply

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 Eishoff
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

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

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

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

aallisonrose’s response

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
Trust Building with Aggies

Samantha Oluchi Etchiel @luchibaaby

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

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

3 Retweets 1 Quote Tweet 138 Likes

Sonam @sonamtk

“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

Gary S. May @Chancellor_May · 20h

Replying to @luchibaaby

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

Samantha Oluchi Etchiel @luchibaaby · 19h

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

Jwhite518 @jwhite518 · 17h

Ooh celebrity tweet!

1:50 PM · Jan 30, 2021 · Twitter Web App
Trust Building with Aggies

Dear Chancellor May,

Thank you 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: fcld.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/...
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 Eshelman @kreshelman · Jan 30
A California College Tries to Shield an Entire City From Coronavirus nytimes.com/2021/01/30/us/...

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

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

Mary Ann Miller Bates @MaryAnnMBates
Replying to @MaryAnnMBates

Very on-brand for UC Davis: For the rapid covid tests, @michelmorelab @genomecenter repurposed lab equipment that identifies plant DNA for agricultural breeding.
Papa May – Family Man

https://www.instagram.com/tv/CMSY11xjtyA/
Moonlight Breakfast - Service Leadership

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

5,732 Total Views
Authentic Leadership

https://twitter.com/Chancellor_May/status/1384634678661943301?s=20&t=QrSGU_XAyeTsrYvue4ub

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...
Results in 2021

$0 budget

57 Thursday Thoughts videos

1,862 Pieces of content

5.2M Total Impressions

20K Followers/Fans

258K Engagements (likes, comments, shares)