
March 2020

**UC DAVIS CASE ENTRY-
5E. SOCIAL MEDIA**

Chancellor may social media
engagement samples

Overview of Support

Building trust between administration and students continues to be a challenge in times when studies show that Generation Z and young Millennials are less trusting of other people – and key institutions – than their elders (source: [PEW Foundation](#)).

Building authentic connections, relationships and trust with the student body is a critical priority of Chancellor May's approach to leadership. To meet this priority, the team developed a strategy to meet students where they were – online – by using the social media platforms of Instagram, Twitter and Facebook to open up communication between the student body.

In 2019, the team identified the opportunity to further develop relationships with a wary student community by pivoting from a formal presence to one that is more personal while maintaining the dignity of the chancellor position. The team developed a social media content strategy that focused on four key strategic components:

- Tell authentic stories from the chancellor's point of view and inject his genuine voice and tone. Increase the range of stories to encompass select personal content to demonstrate his range of interests and reveal his personality.
- Engage genuinely and more frequently with individuals online through comments, personalized responses to direct messages and comments, and interactive features on social media.
- Use Chancellor May's online platform to elevate students in the community who are giving back to the community, staying true to his value raising others up.
- Demonstrate Chancellor May's commitment to serving students at every opportunity and have fun along the way.

Key content tactics from 2019 included:

- An Instagram Stories series called "Thursday Thoughts" where Chancellor May takes questions from his Instagram community every week about what is happening on campus and beyond. Questions range from his favorite restaurants to how the campus is handling diversity efforts, to personal advice on graduating. Chancellor May often does these with his partner, LeShelle, and sometimes his daughters or student shadows make cameo appearances.
- Aggie Heroes content series where Chancellor May solicits nominations of students, staff and faculty who are making the community a better place through community service and highlighting their stories through social media.
- Service leadership content series that emphasizes and highlights ways Chancellor May and his executive leadership are connecting with students by serving them. This matches with events such as the Moonlight Breakfasts that leaders serve to students before finals, moving boxes for freshman in during move-in weekend, and his regular volunteering at the student party.
- Increased interactions with comments, replies, direct messages that infused the response with real tonality, some humor where appropriate and a personalized touch. We eliminated a "copy and paste" approach that came across as robotic or too "PR-ized."
- Established strong tone and voice guidelines that mirror the Chancellor's real personality – one of brevity, clever humor, pop culture savvy and is genuine in tone.

Impact Results (Annual)

Engagements

177K

**ORGANIC
ENGAGEMENTS**
(likes, comments,
shares)

+38%

**INCREASE IN AVERAGE
MONTHLY ENGAGEMENTS
SINCE 2018**

Reach

1.4M

**TOTAL
REACH**

4K

NEW FANS

19.9K

**CLICKS TO UC
DAVIS WEBSITE**

Tone

40%

POSITIVE

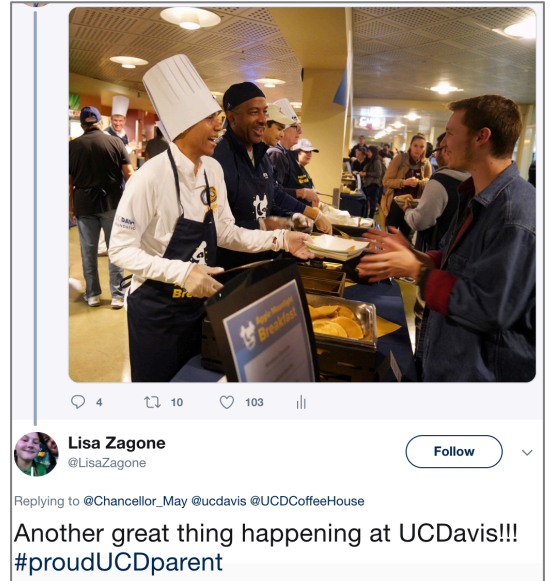
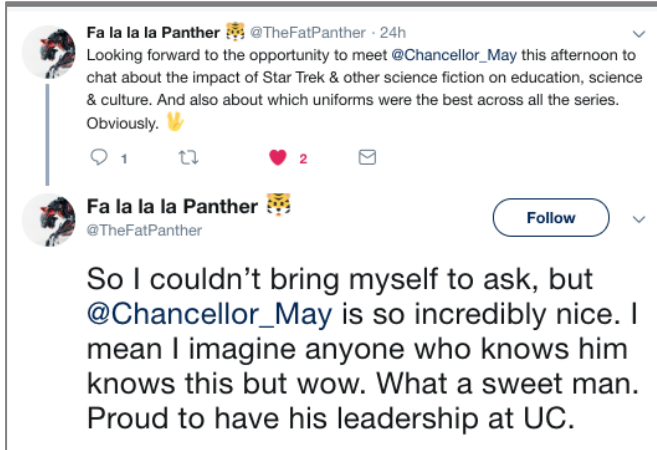
47%

NEUTRAL

13%

NEGATIVE

Social Media Engagement Samples:



Social Media Engagement Samples:



KeelanDoss
 @keelandoss

Follow

Thank you chancellor May! Much appreciated!!

Gary S. May @Chancellor_May

It's been fun watching @keelandoss on the field these past two years. Great things to come! #GoAgs twitter.com/UCDfootball/st...



Jens NOTIndividual1 Jensen @JensJenson1 · 12m

Replying to @Chancellor_May @ucdavis @UCDCoffeeHouse

I love that you make yourself known on campus; that you get in there and help out. I got to shake your hand at the home playoff game. I was very touched that you took a minute to say hello. Thank you!



Sally A. Wilson
 @222sally

Follow

Replying to @mike_wolff @Chancellor_May @UCDavisWBB

I agree I really love that you and your family have so embraced UCD, and are such supporters.

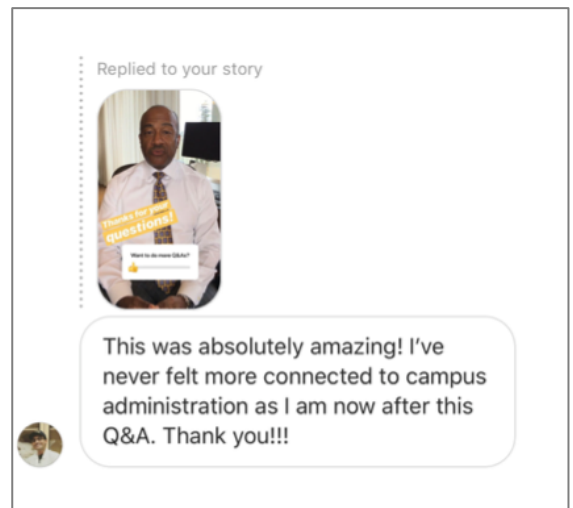
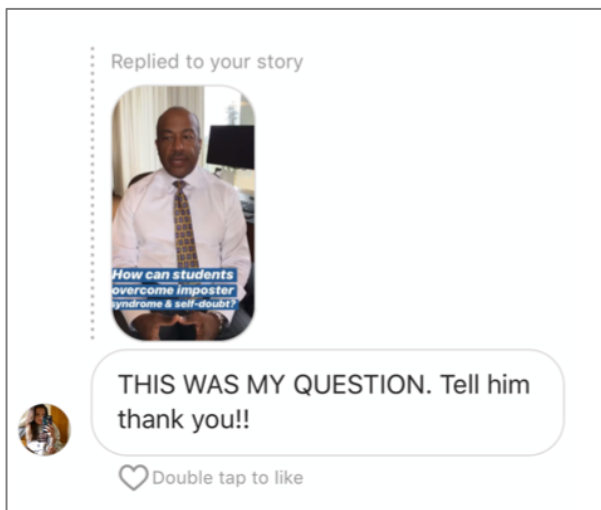
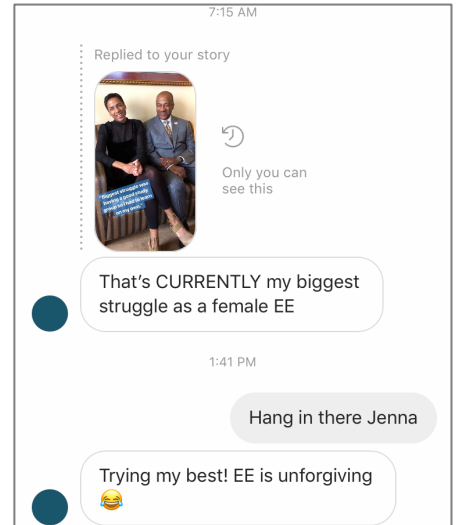
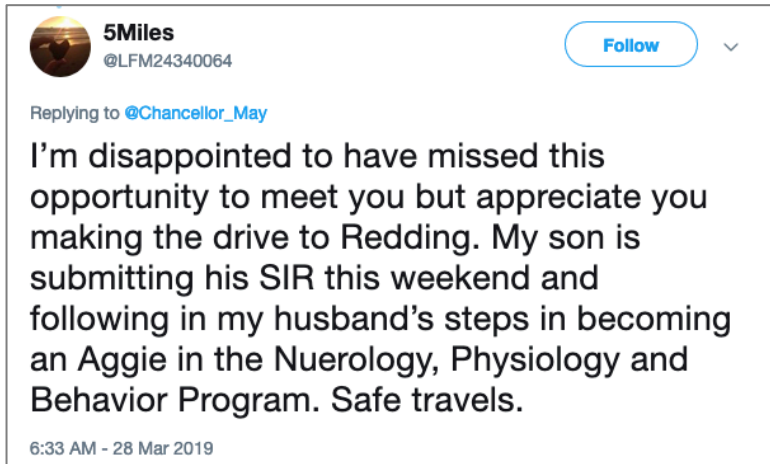
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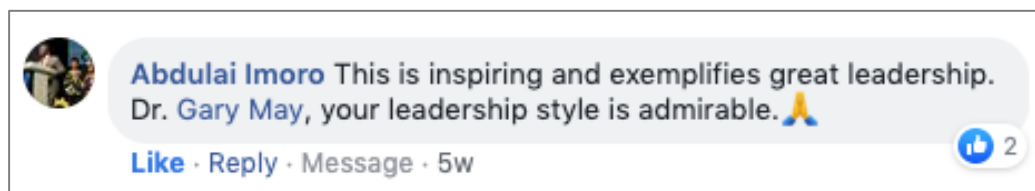
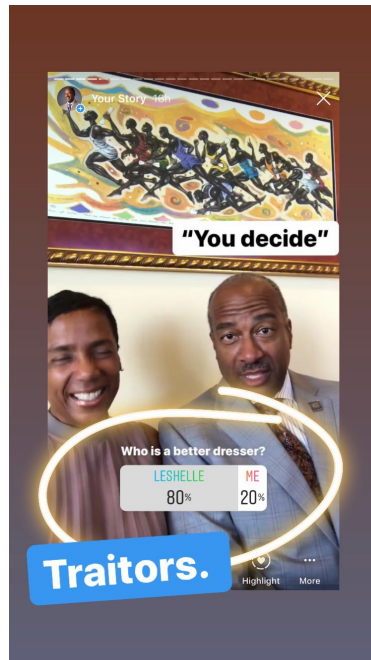


Sergio L. Sanchez A picture of [Chancellor May](#) working out (some bench press, maybe?) might encourage a bunch of students to stay fit and healthy this coming quarter. Just saying... 😊

Like · Reply · Message · 2w · Edited

 1





Thank you for your response to my message. I truly appreciate your time. I am very happy to know that you actually do care about your students. I am a proud parent of a current student at UC Davis. I have another son who wishes to attend school next year at UC Davis. As a single parent this message helps me ease my fears in regards to worrying about income to help support my sons accomplishments with there goals and dreams. I truly thank you from the bottom of my heart. I hope that you continue to do great work in your mission to helping your students accomplish there goals and dreams.



SmolWags • 6h • [Stats/CS; 2021](#)

I'm down.

I'd also like to explore getting some kind of statement from the administration/Gary May. I'm currently trying to figure out the best way to get in touch with him/school officials.

... 23

Klawlight • 5h

I'm pretty sure Gary May frequents this subreddit actually.

But there's probably more direct ways of getting in touch with him.

... 11

Hellorandomusername1 • 3h

You can literally just message him on Instagram. He's well known for responding to people, especially if enough people message him on the same issue



gennaweinstein
UC Davis Memorial Union Quad



100 likes

gennaweinstein YALL I might have met Chancellor Gary May and I would just like everyone to know I'm absolutely thriving so let me



Anne Charity Hudley @ACharityHudley
Sep 8

Thanks so much [@Chancellor_May](#) for hosting all of us [@UofCalifornia](#) Black Administrators' Council (UCBAC) Conference speakers & organizers tonight! [#UCBAC19](#)



Alexandra Colón-Rodríguez, Ph.D.
[@alexcr_1](#)

Go [@ucdavis](#)! As a Latina postdoc this made me so happy! Small acts like this, when people embrace our culture, have more meaning to us minorities than any nice speech. Thank you for leading by example [@Chancellor_May](#). We see you/your efforts and feel welcomed/supported here.