

# BRAND-BUILDING IN A BOWTIE

A Presidential Perspective

**PROFESSOR SANTA J. ONO, PRESIDENT AND VICE-CHANCELLOR**





# ABOUT ME

## Education

McGill University

Class of 1991 · PhD · Experimental Medicine

Harvard University

Helen Hay Whitney Fellow

University of Chicago

Class of 1984 · BA · Biological Sciences

## Previous Work

University of Cincinnati

President, Sr. Vice President for Academic Affairs & University Provost

Emory University

Sr. Vice Provost for Undergraduate Education & Academic Affairs

Harvard University

Associate Professor, Harvard Medical School

Research Focus

Immune system, eye inflammation and age-related macular degeneration





# SOCIAL SANTA



@ubcpres

4,500 followers 3 posts/day



@ubcpres

17,600 followers 7 posts/day



ubcpres

9,400 followers 2 posts/day





## CONNECTOR-IN-CHIEF

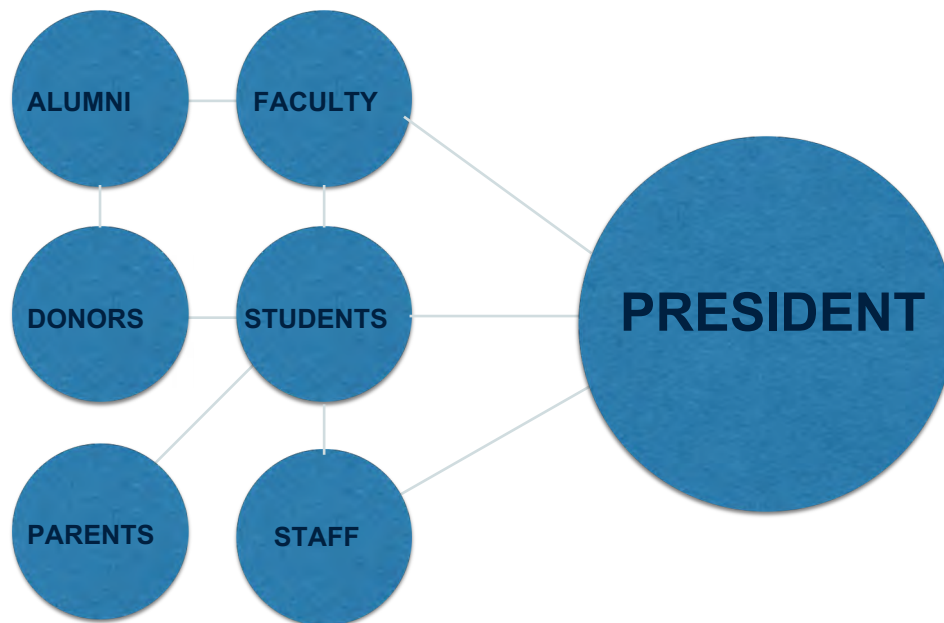
“... communicator, coach, problem solver. While others in your organization can also fill those roles, there’s one critical job only a CEO can do: link the outside world (society, economy, technology, customers) with the inside world (your organization).”

- Procter & Gamble Chairman A.G. Lafley (2009)





# CONNECTOR-IN-CHIEF





The University of British Columbia

---

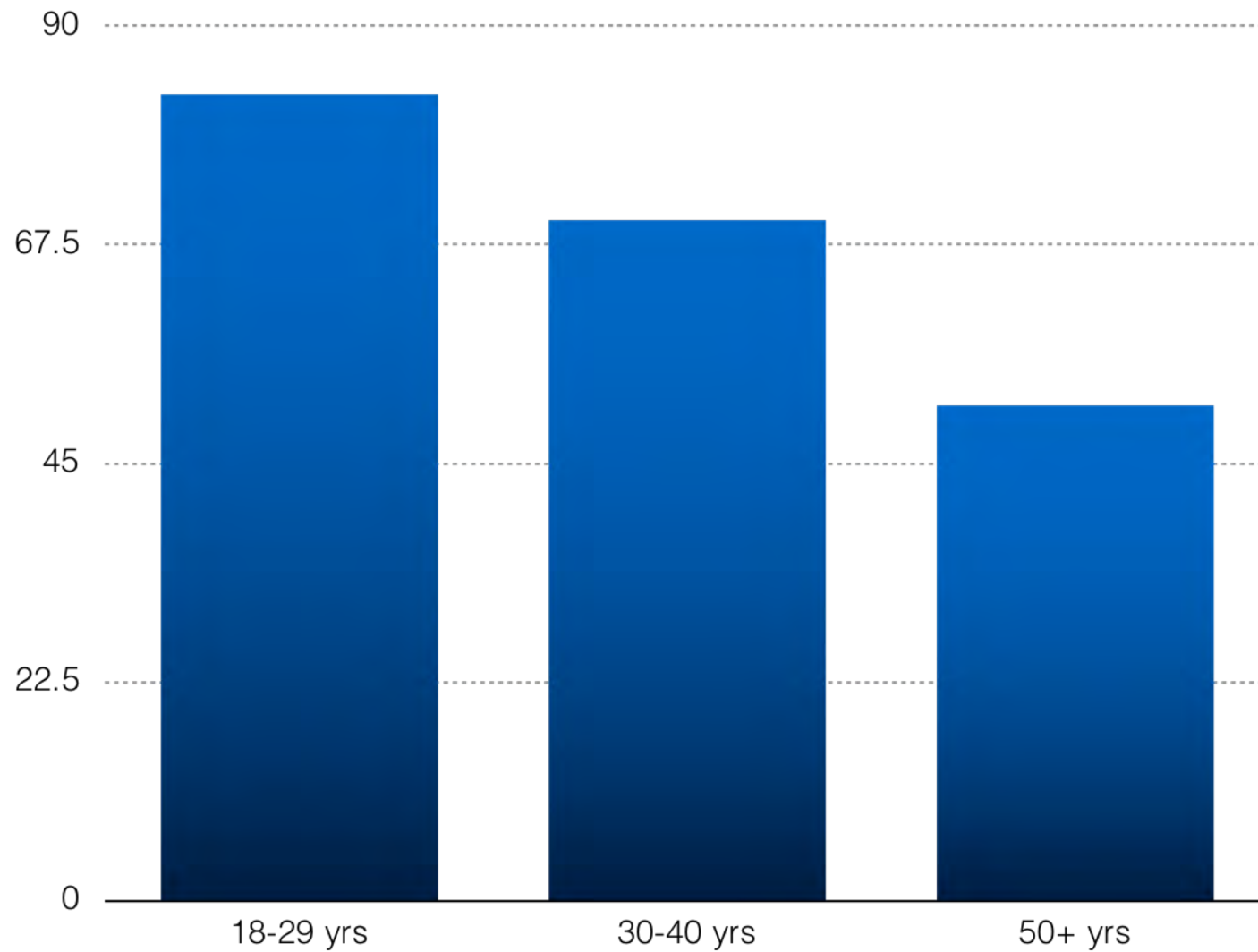
# CONNECTS

---

presented by Professor Santa J. Ono



## SOCIAL MEDIA USE BY AGE GROUP (%)





# SOCIAL MEDIA IN HIGHER EDUCATION





## SNAPSHOT: UNIVERSITY LEADERS & SOCIAL MEDIA

- **Facebook accounts: 58%**
- **Twitter: 55%**
- **Blogs: 35%**





# CHALLENGES

- **PERSONAL VS PROFESSIONAL**
  - who are you speaking for?
- **VULNERABILITY**
  - easy access to complaints
- **LOSS OF ANONYMITY**
  - life is now very public
- **VANDALISM**
  - vulnerable to attacks, parody





# PERSONAL VS PROFESSIONAL



**Santa J. Ono** @ubcpres · 6h

I love my Skechers slip on dress shoes so much I'll probably never go back to traditional dress shoes. So comfortable



1



1



17





---

# Editorial: Santa Ono's social media presence is blurring with university policy. That's a problem.

---

Written by Ubyyssey Editorial Board June 8, 2018 · 4 min read

[Share](#)[Tweet](#)



# VULNERABILITY



**John Jameson** @John\_CsGo

Feb 3

@ubcpres Why weren't classes cancelled today :'( . Got tormented in the snow, didn't even make it to any of my classes, just got sick. :(





## LOSS OF ANONYMITY



**Cherri Deng** @CherriDeng

Jan 30

Omg @ubcpres dog came into our clinic today 🙈🙈🙈 is it weird to be star struck by a dog ???



2





# VANDALISM

**President Drew Faust**  
@FakeDrewFaust

Yes ma'am or sir, you've hit the jackpot.

Cambridge, MA

Joined June 2011

75 Tweets

TWEETS 75 FOLLOWING 43 FOLLOWERS 165 LIKES 1

Tweets Tweets & replies

**President Drew Faust** @FakeDrewFaust · 14 May 2012  
April showers bring may flowers, except in Cambridge when March was really warm and it rains most of the days in May

**President Drew Faust** @FakeDrewFaust · 14 May 2012  
Spending the rest of your life with someone you truly want to be with.  
[#thingsBetterThanTheCarterIV](#)

**President Drew Faust** @FakeDrewFaust · 14 May 2012  
Holding commencement on an absurdly hot and humid May 24th.  
[#thingsBetterThanTheCarterIV](#)





# POSITIVES

## COMMUNITY ENGAGEMENT

- ability to connect with many different constituents

## BUILDING EXCITEMENT

- impact on enrolment, engagement, pride in UBC

## DIALOGUE

- discussing issues





# ENGAGEMENT



**Santa J. Ono** @ubcpres · Feb 17

Byron Keturakis. Your Dad is proud of you!





# ENGAGEMENT



**Gabe Senecal**   @GabeSenecal

Feb 6

Wow! Thanks for reaching out. I'm not a UBC alumnus, but your reputation for openness precedes you and now I see why. I will be sure to connect at...

[Read More](#)





# BUILDING EXCITEMENT



**Santa J. Ono**

Yesterday at 09:17 · 🌐

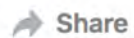
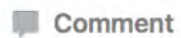
Go, Thunderbirds, go!



## UBC men's basketball team poised for glory

The Thunderbirds are hoping to replicate the success of the 1972 team, which was the last to win the W.P. McGee Trophy.

STRAIGHT.COM



Greg Eng, Wilson Wong, Michael Korenberg and 6 others like this.





# DIALOGUE



**Santa J. Ono** @ubcpres 21m

Indeed I have charged a working group to explore how we might better support individuals with disabilities

**Laura Yvonne Bulk** @LYBOT

@ubcpres perhaps we can also think about people with disabilities and chronic conditions in this productivity hungry environment

#FORvan17

 *Tweet attached*







**Santa J. Ono**

Published by Terry Lavender [?] · 7 September at 09:34 · 🌐

Welcome to Amandeep Purewal and all the other first-year students at UBC!

<https://www.cbc.ca/.../back-to-school-first-generation-1.4812...>



CBC.CA

**What it means to be the first in the family to attend university — these students tell their story | CBC News**

[View insights](#)

[Boost Post](#)



Saswati Paul, Amanda Liang and 19 others

1 Comment 4 Shares



Like



Comment



Share



Oldest ▾



**Zahra Fazal** Santa Ono the whole first gen community at UBC expresses their appreciation for sharing this article! This will help us get the conversation started 😊

[Like](#) · [Reply](#) · [Message](#) · 2d





# A conversation about mental health with Professor Santa Ono

Friday, September 29, 11:30 am - 12:00 pm

## Facebook Live with Professor Ono: Mental Health

**University of British Columbia** was live.
 Following
about 12 months ago ·

Join Professor [Santa J. Ono](#) live on Facebook on Friday, September 29 at 11:30 am for a conversation about mental health with Cheryl Washburn, Director of UBC Counselling Services and Kathryn Gretsinger, Senior Instructor at UBC Journalism.

129
 25 Shares · 5.3K Views

Like
Comment
Share

Comments
Up next

Most relevant ▾

View 17 more comments

**William Wolff** · 18:26 61,000 students... UBC clinical counselors:16 :S  
Like · Reply · 49w

**Tariq Mir** · 27:00 Are you admitting foreign students for degrees nd courses in forestry  
Like · Reply · 49w

**Melanie Salgado** · 8:12 Do you feel international students demand more support than local students do?  
Like · Reply · 49w

**Awais Quadre** · 6:49 Is there a plan to increase the resources and decrease wait times for mental health support?  
Like · Reply · 49w

**Melanie Salgado** · 13:13 How is the proportion of undergraduate and graduate students asking for help?  
Like · Reply · 49w

**Orpita Das** · 27:25 Why do so many students feel this way? Why do I know so many students struggling with mental health issues?  
Like · Reply · 49w





**[Santa J. Ono](#)** @ubcpres · Sep 8



UBC. Congrats on week 1 completed. Thanks to our outstanding faculty and staff for launching the academic year so well.



1



2



41







**Santa J. Ono** @ubcpres · Sep 8

My remarks to UBC's 8,600 first year students focused on Bertha Wilson and Ruth Bader Ginsburg: Two women who profoundly changed the world as Supreme Court Justices.







Santa J. Ono @ubcpres · 6h

Free speech is the basis of a true education  
[wsj.com/articles/free-...](https://www.wsj.com/articles/free-...) via @WSJ



**Free Speech Is the Basis of a True Education**

University of Chicago President Robert J. Zimmer writes that a university should not be a sanctuary for comfort but rather a crucible for confronting ...  
[wsj.com](https://www.wsj.com)



9



10





**Santa J. Ono** @ubcpres

3 days ago

On [#BowTieFriday](#) Jesse Grimaldi and I show our support and love for the transgender community at UBC and around the world [#inclusionmatters](#)



164



3



Write a comment...



**pattin** You should invite Buck to this!

3d



**karleywoods** 😊👍

3d



**mcuprez** Hey I started Bow Tie Friday at MCU last year! And I thought I was so original! Great minds dress alike!

3d

















# PRESIDENT'S PODCAST SERIES



NEW PODCAST EVERY MONTH

## **BLUE & GOLDCAST**

*with Santa Ono and Jennifer Gardy*

Subscribe Now

[www.blueandgoldcast.ca](http://www.blueandgoldcast.ca)



# BUILDING BRAND *AND* COMMUNITY

“There’s an amazing difference between building an AUDIENCE and building a COMMUNITY. An audience will watch you fall on a sword. A community will fall on a sword for you.”

- Chris Brogan, *Trust Agents*





# AUTHENTIC LEADERSHIP

- To thine own self be true.
- Bringing our true selves into our leadership role.



# AUTHENTIC INSTITUTIONAL BRAND

- To thine own institution be true.
- Defining the authentic attributes and offerings of your institution.





# UBC BRAND WHEEL

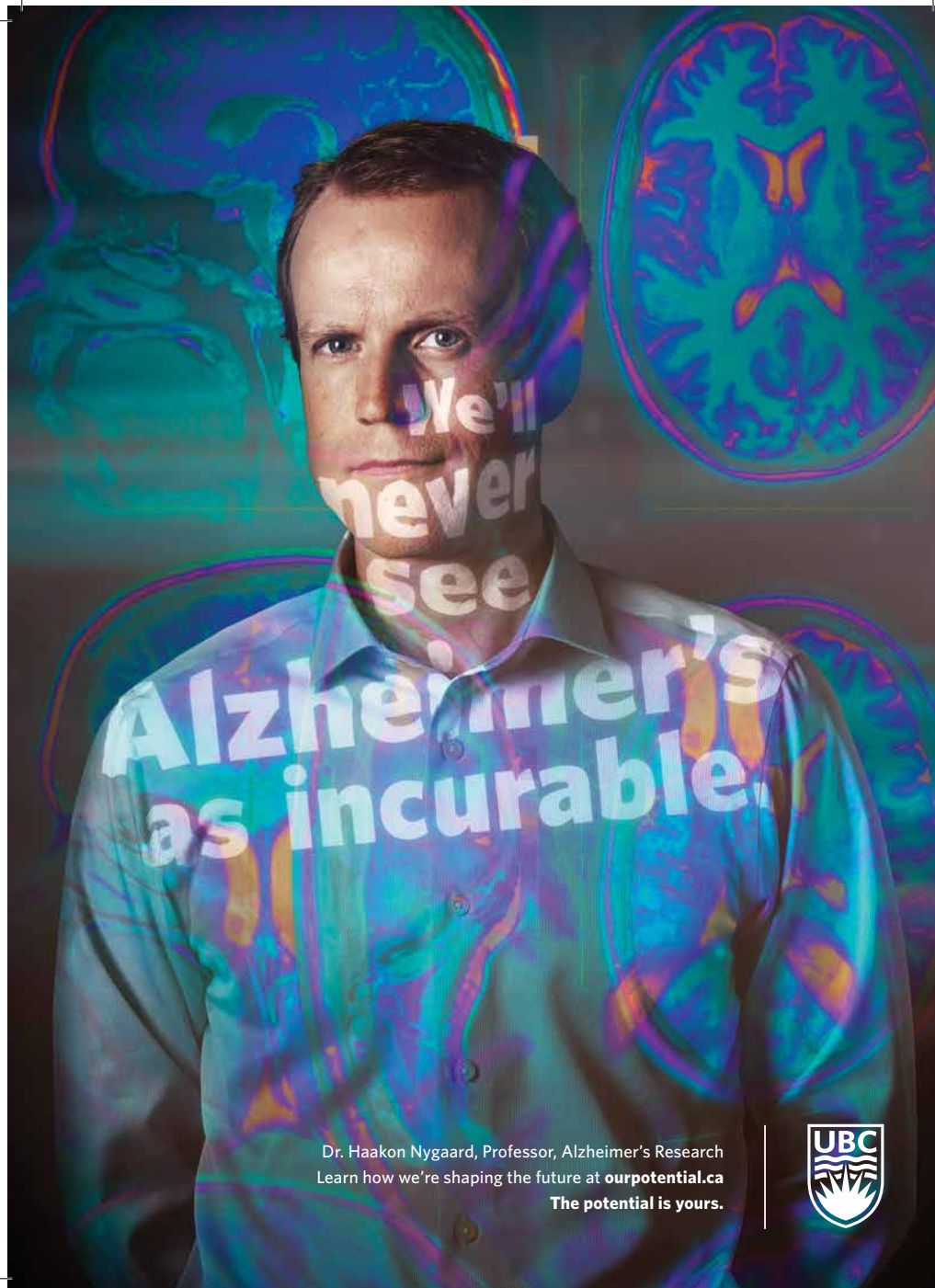


## Our Proposition

If you have the drive to shape a better world,  
UBC will support you in realizing your greatest potential.







Dr. Haakon Nygaard, Professor, Alzheimer's Research  
Learn how we're shaping the future at [ourpotential.ca](http://ourpotential.ca)  
The potential is yours.







THE UNIVERSITY OF BRITISH COLUMBIA

THE UNIVERSITY OF BRITISH COLUMBIA

@ubcpres

[presidents.office@ubc.ca](mailto:presidents.office@ubc.ca)

<http://www.president.ubc.ca>