

# 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



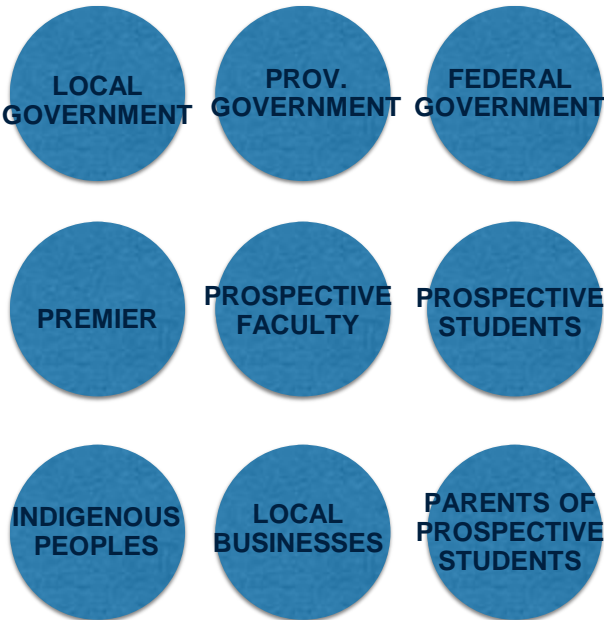
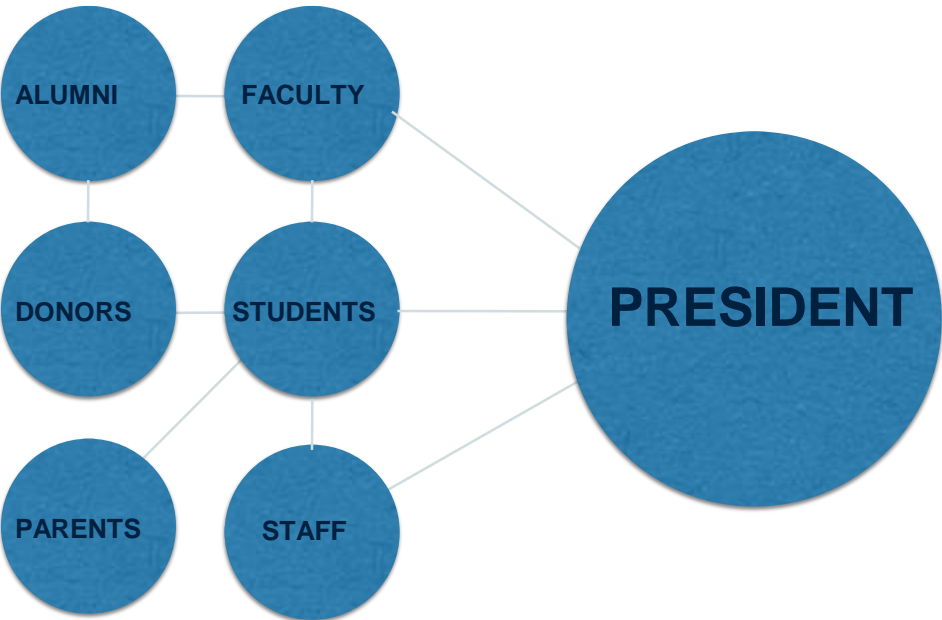
## CONNECTOR-IN-CHIEF

“... 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

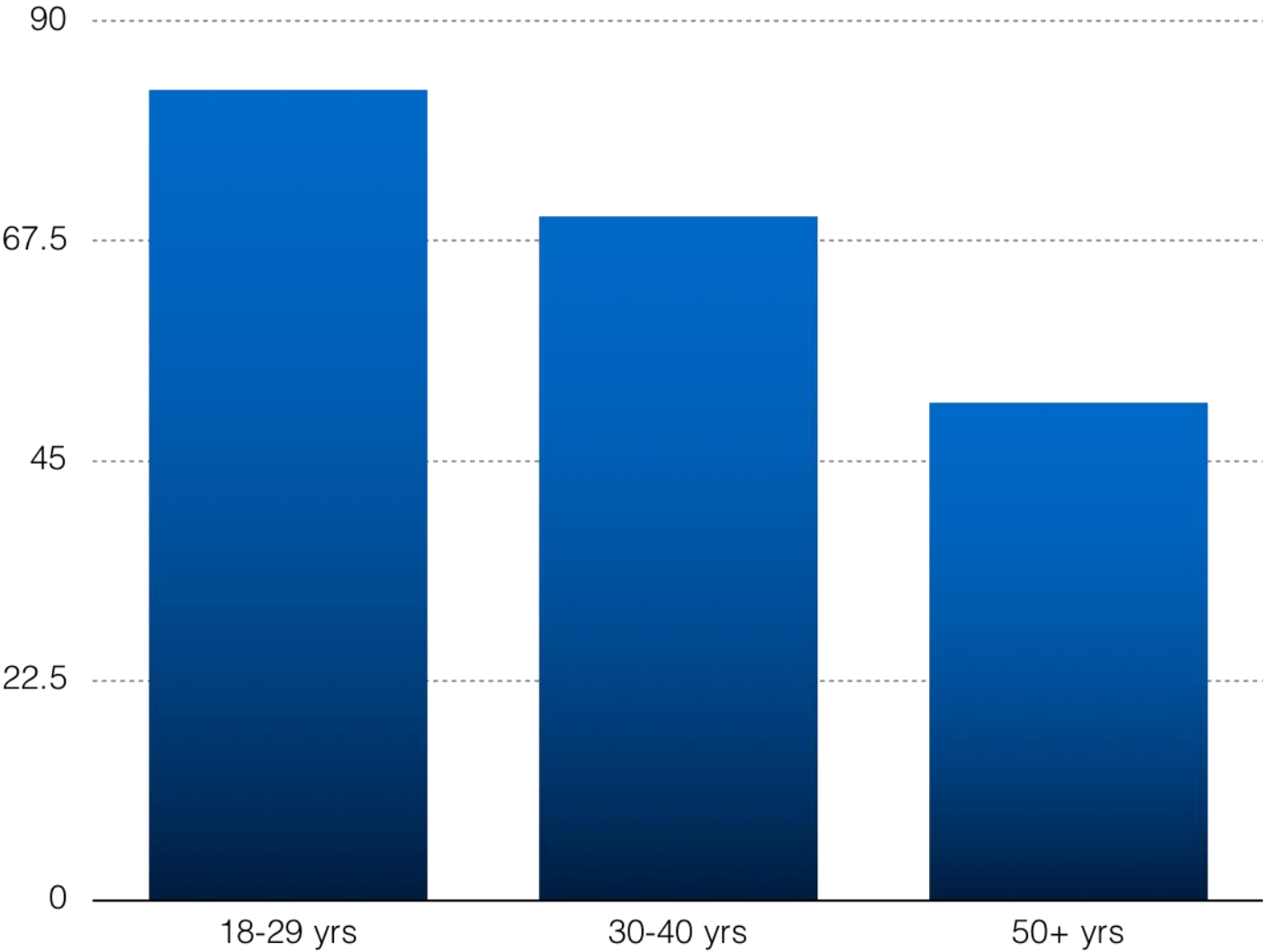
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# CONNECTS

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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





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

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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

75 Tweets

TWEETS 75 FOLLOWING 43 FOLLOWERS 165 LIKES 1

**President Drew Faust**  
@FakeDrewFaust

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

Cambridge, MA  
Joined June 2011

Tweet to President Drew Fa...

**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** @ubcprez · Feb 17

Byron Keturakis. Your Dad is proud of you!



   5

The image shows a man in a blue t-shirt with the UBC Volleyball logo giving a thumbs up. He is in a gymnasium with yellow seats and a scoreboard in the background. The scoreboard shows a score of 0-2-0 and a time of 2:35. There are McDonald's logos on the scoreboard. A banner for the Thompson National Championships is visible. A sign for CIS is also present.



# 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

👍 Like    💬 Comment    ➦ Share

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





FACEBOOK LIVE

# 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.  
about 12 months ago · 🌐

Following 🔔

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

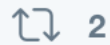
- William Wolff** · 18:26 61,000 students... UBC clinical counselors:16 :S  
Like · Reply · 49w
- Tariq Mir** · 27:00 Are you admitting foreign students for degrees nd courses in forestry  
Like · Reply · 49w
- Melanie Salgado** · 8:12 Do you feel international students demand more support than local students do?  
Like · Reply · 49w 👍 1
- Awais Quadre** · 6:49 Is there a plan to increase the resources and decrease wait times for mental health support?  
Like · Reply · 49w 👍 2
- 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.





**Santa J. Ono** @ubcprez · 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)





**Santa J. Ono** @ubcprez

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

 **ubcprez** ...



**99 likes**

AUGUST 14





# 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.



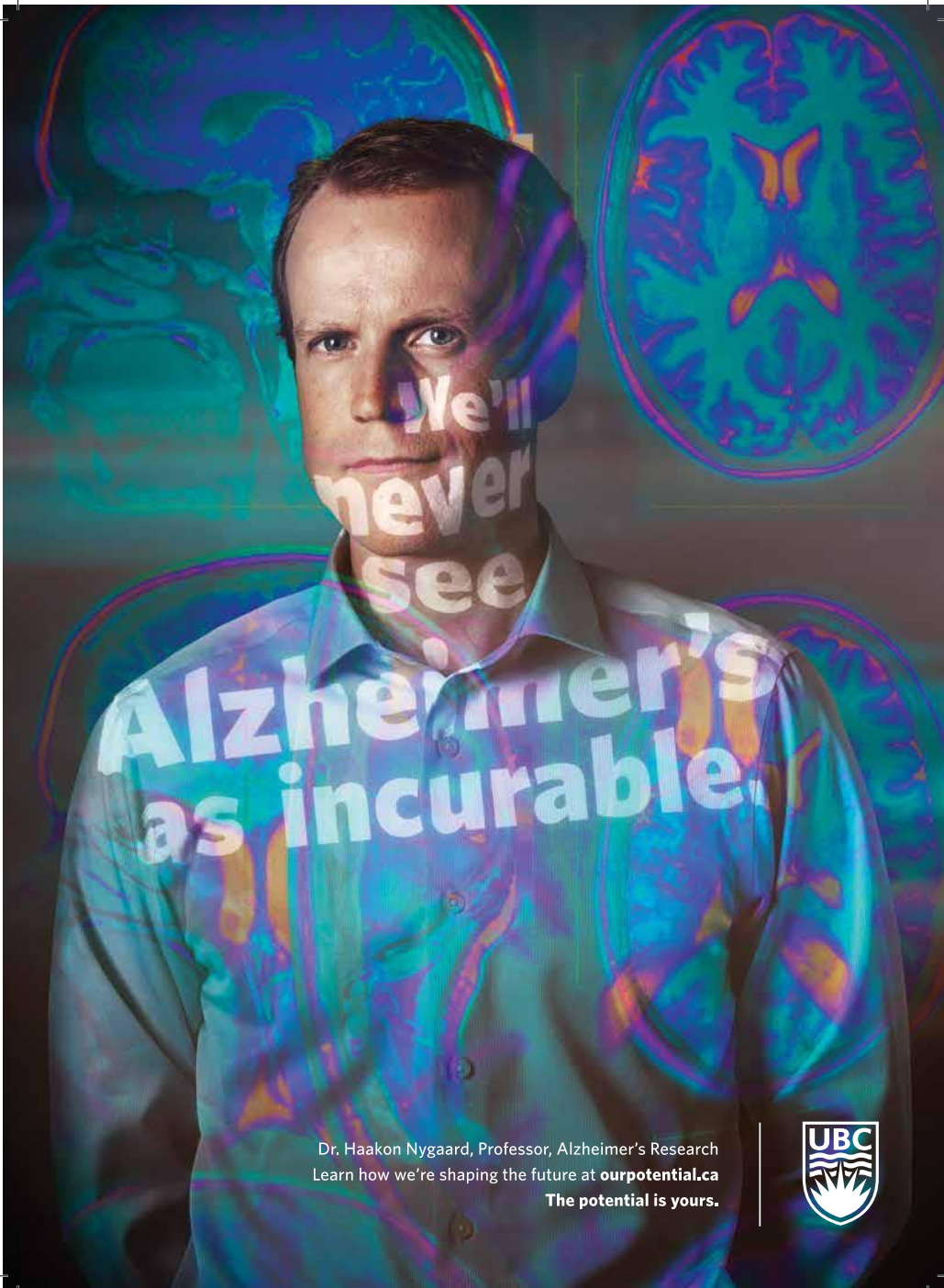
# UBC BRAND WHEEL



## 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>