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## Should University Leaders Be Active on Social Media?

I am often asked by colleagues and friends about whether it is right for a university leader to be very active on social media. My answer is that in today's digital world, social media plays a big role in how we connect and communicate. This includes platforms like LinkedIn, which is designed for professional networking. When university leaders are active on LinkedIn, they present themselves as approachable leaders.

My approach has been to share my humble experiences in higher education and to communicate the University's achievements including those of faculty, staff, students, and alumni, especially on LinkedIn. This has helped me to connect with the ADU community and my LinkedIn network which has now over 17,500. I have created a personal page in order to provide access to some of my previous LinkedIn posts and to some useful presentations on the art and science of leadership, how to succeed in doing a PhD, and scenario planning: addressing the needs of future learners at:

<https://lnkd.in/g5fnyWVw>

University leaders who use social media can connect with their community including students more easily. By sharing updates, events, and important news, they can engage with them directly. This helps people feel more involved in their university community. In addition, university leaders are also able to highlight the successes of their university. Whether it's research breakthroughs, student achievements, or community projects, sharing these stories can attract attention and support. This can lead to more funding and partnerships.

In a digital age, being present online can strengthen the university community and enhance its reputation. I have seen an increase in the use of LinkedIn by senior university leaders in the last twelve months and this is really positive and promising. My active presence on LinkedIn has required considerable time and effort, primarily during the evenings and Weekends, but it is truly rewarding as I have raised my University's profile and its achievements. I am grateful for the great support from our VC, Dr **Hamad Odhabi**, and Office Manager, Ms **Khulud Abdallah**.

"The worst enemy to creativity is self-doubt." — Sylvia Plath

**#SocialMedia #Leadership #ADU #LinkedIn**

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417 · 35 Comments