



Ghassan Aouad

Chancellor of Abu Dhabi University, Past President ...

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It is an honor to be quoted by a great leader like you **Prof. ANAS RATIB ALSOUD**



Prof. ANAS RATIB ALSOUD

Executive Director - Association of Arab Universities...

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The Competitive Edge of Prof. **Ghassan Aouad**'s LinkedIn Strategy for **Abu Dhabi University**

As I'm trying to analyse and learn from best practices of the use of LinkedIn to improve the exposure of the **Association of Arab Universities**, I had to share the outstanding work of my dear colleague Prof. Ghassan Aouad, Chancellor of Abu Dhabi University (ADU), as he has leveraged LinkedIn as a strategic tool to enhance the university's visibility, reputation, and engagement. His approach focuses on three key areas:

1. **Showcasing Student & Faculty Achievements:** Highlighting ADU's academic and research success, such as faculty and student wins in international competitions, boosts institutional recognition.
2. **Promoting Global Engagement:** His participation in prestigious conferences, positions ADU as a leader in higher education innovation.
3. **Thought Leadership & Institutional Branding:** By actively engaging with academia and industry, he reinforces ADU's role in entrepreneurship, sustainability, and innovation.

How competitive is Ghassan's approach?

✓ **Regionally Leading:** Few MENA university leaders utilize LinkedIn as effectively, giving ADU a strong competitive edge. I can name few others who I will share their experiences soon, such as Prof **Karim Seghir**, Chancellor of **Ajman University** who is doing a fantastic job as well, recently he has organised a workshop by a senior LinkedIn Director (my dear friend **Mahdi Rimawi**) to Ajman University staff on how to make the best use of LinkedIn.

✓ **Globally Aligned:** His strategy mirrors best practices seen in QS/THE-ranked institutions, positioning ADU for higher international recognition.

✓ **Future Potential:** With continued engagement, ADU can further strengthen global collaborations, student recruitment, and research impact.

Takeaway: Prof. Aouad's active digital presence not only enhances ADU's reputation but also sets a benchmark for university leadership in the Arab world.

Dear Ghassan, I salute your outstanding leadership and strategic engagement in HE within the Arab World, which not only elevates ADU's global presence but also serves as an inspiring model that I am learning from (the used picture below speaks that).

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#HigherEducationExcellence
#GlobalEngagement

