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Communication, Social Media and Roads

Is there a need for a stronger role to be played by communications within our industry?

The aim for many organisations in these present times is to create more pressure for governments and decision-makers to invest more wisely and effectively in the future for our infra-structure and the vital role our Road network has in any integrated transport system.

One audience that has great potential to influence the future are road users themselves, which includes the general public as well as many important road interest groups.

The issue is how can we as an industry enable and motivate the general public to speak up and proactively campaign for better maintenance and improvements to our road infrastructure? This question is currently being explored as part of an initiative of key stakeholders representing the Road Associations across Europe. The objective of the initiative is to understand more about the perceptions of the general public and find ways to actively encourage an increased awareness throughout Europe of the importance of roads and road maintenance, in particular to economic growth and the wellbeing of our society.

Can social media provide an opportunity for the road industry to promote the benefits and correct misunderstandings within the general arena of road users? We find ourselves in a generation where public awareness and ultimately action taken can be influence via an online social media communications – many examples of this already – could a specific online marketing campaign be an effective tool to build a stronger 'brand' image and understanding of the need for roads in our society?

The presentation will outline some of the key research findings, examples of successful social media campaigns including an on-going campaign by the Asphalt Institute in the US and offer some potential solutions that we can act on in the near future.



Siobhan has a degree in Business with Marketing. In 1992 she joined Nynas as Marketing Communications Manager for Nynas UK coming from Colas Roads where she had been in the position of Product Manager for four years.

In 2001 her role was expanded and she moved from the UK to a more central European location in Brussels to take on the newly created role of Marketing & Communications Manager for Nynas Bitumen in Europe. Since 2006 she have been the Marketing Manager for Nynas Bitumen and still working from a Brussels base.

Next to this she is also Chair of the Eurobitume Promotions Resource Committee, director of the Road User Alliance (RUA) in the UK and member of the Marketing Committee of the Asphalt Institute (AI).