

Top 10 Strategies for Blog / Social Media Interviews



1) *Know What You're Dealing With.* Internet journalists often have little or no training as an interviewer. This works to your advantage. Know that they are often looking for one thing specifically: having you say something **interesting!** They may have an agenda. Look around their blog prior to the interview, so that you are prepared.



2) *Questions.* Often, bloggers will just send you a list of ten questions. Wow. Talk about control! While you don't have to worry about being misquoted in that situation, make sure you are not too bland or self-promotional. Use this as an opportunity to excite readers and have them search for you.

3) *The Google Factor.* Know that the interview will live on and be "searchable" on the internet. This is a good thing. This means traditional journalists might find you while researching, and ask for an interview.

4) *Be Quotable.* Know that like print reporters, they absolutely, positively want one thing from you... **QUOTES.** Come up with some short, tight, answers. If you've read *Media Training Crash Course*, use the quote system.



5) *Tell Good Stories.* They might print / run the entire story. This makes you more interesting, draws in more people—and more words means more chances for Google to cross-index the interview.



- 6) *Give Helpful Facts.* Give the audience real information that will make this interview stand out, be relevant, and useful.
- 7) *Load Up Your Answers.* Think in advance about some of the answers you'd like to get into the story. Write some of them down so you can increase the chances of them being used.
- 8) *Phone Interviews: Keep That List in Front of You.* Don't sound like you are reading. It is just a guide.
- 9) *FREE.* Give a free item or something of value. Web journalists are fine with promoting your web address, but this will motivate their audience to actually visit your site.
- 10) *Energy Energy Energy!* Make sure you have great energy. Be passionate about your topic. It will be infectious.

Special Note:

If you represent an organization that has a communication policy or compliance issues, you need to know it and stick to it. You may need to have all outside interview communications go through someone else, and get approvals for speaking to the media.

Don't Keep Us A Secret! - People find value when good information and people are referred to them.
Feel free to refer or *introduce* us to others.

