

## Post-Interview Analysis Checklist

After the excitement of a media interview settles, it's crucial to analyze the impact and effectiveness of your performance. A thorough post-interview analysis not only helps you gauge the success of the interview but also informs future media engagements. Use the following checklist to ensure a comprehensive review:

### 1. Track Media Coverage

- **Collect Coverage Data:**
  - Gather all instances where your interview was mentioned or featured across various media platforms. This includes print, online articles, TV segments, and radio broadcasts.
  - Use media monitoring tools (e.g., Google Alerts, Mention, or Meltwater) to track mentions.
- **Analyze Reach and Visibility:**
  - Assess the size and influence of the media outlets that covered your interview. Did it reach national or local audiences? What is the outlet's readership or viewership size?
  - Note any prominent placements or headlines that highlight your key messages.
- **Evaluate Media Sentiment:**
  - Determine the tone of the coverage—was it positive, neutral, or negative?
  - Review any critical commentary or feedback to understand how your message was perceived.
- **Compile and Review Clippings:**
  - Save copies or screenshots of all media coverage. Create a folder or database to organize and review these clippings.
  - Summarize key points from the coverage, noting any patterns or recurring themes.

### 2. Evaluate Audience Response

- **Monitor Social Media Engagement:**
  - Track comments, shares, likes, and overall engagement on social media platforms where the interview was promoted or discussed.
  - Use social media analytics tools (e.g., Hootsuite, Sprout Social) to assess engagement metrics.
- **Analyze Audience Feedback:**
  - Review feedback and comments from viewers or readers. Pay attention to recurring questions or concerns raised by the audience.
  - Identify any trends in the type of feedback, whether it's positive praise or constructive criticism.
- **Measure Interaction Levels:**
  - Compare the interaction levels before and after the interview. Did your social media accounts or website see increased traffic or engagement?
  - Evaluate any spikes in engagement directly related to the interview's publication or airing.

### 3. Analyze Interview Performance

- **Review Interview Recording:**
  - Watch or listen to the interview recording to assess your performance. Take notes on your delivery, content clarity, and how well you adhered to your key messages.
  - Pay attention to your body language, tone, and pacing.
- **Identify Strengths:**
  - Note what went well during the interview. This might include effective communication of key points, strong engagement with the interviewer, or clear and confident responses.
- **Recognize Areas for Improvement:**
  - Identify any weaknesses or areas where your performance could be enhanced. Consider aspects such as answering questions more concisely, staying on topic, or handling challenging questions more effectively.
  - Reflect on any moments where you felt less confident or where the interview went off track.
- **Seek Examples and Evidence:**
  - Look for specific examples from the interview that illustrate both strong and weak points. Document these instances to provide concrete evidence for your review.

#### 4. Gather Feedback from the Media Outlet

- **Request Feedback:**
  - Reach out to the journalist or media outlet to request feedback on your interview performance. Ask for insights on what worked well and areas where you could improve.
  - If the journalist provides feedback, take note of any specific suggestions or critiques they offer.
- **Inquire About Future Opportunities:**
  - Express interest in future media opportunities and ask if there are additional tips or areas of focus they recommend for future interviews.
  - Building a positive relationship with media professionals can lead to more opportunities and constructive feedback.
- **Review Media Outlet's Perspective:**
  - Consider how the media outlet's perspective aligns with your goals and messaging. Was the interview's portrayal consistent with what you intended to convey?

#### 5. Measure Impact on Brand Metrics

- **Analyze Brand Awareness:**
  - Assess any changes in brand awareness or recognition following the interview. This could include increased mentions of your brand or a surge in searches for your brand online.
  - Use brand tracking tools (e.g., Brandwatch, Talkwalker) to monitor changes in brand perception and visibility.
- **Evaluate Website Traffic:**
  - Review website analytics to determine if there was an increase in traffic following the interview. Look for spikes in visits, page views, and time spent on your site.
  - Analyze which pages received the most traffic to understand what content resonated with visitors.
- **Assess Social Media Metrics:**
  - Evaluate changes in your social media metrics, including follower growth, engagement rates, and content shares.
  - Compare these metrics to your pre-interview figures to gauge the impact of the interview on your social media presence.

- **Review Conversion Rates:**
  - If applicable, measure any changes in conversion rates (e.g., sign-ups, purchases) that occurred as a result of the interview.
  - Use tools like Google Analytics to track and compare conversion data before and after the interview.
- **Consider Long-Term Impact:**
  - Reflect on the interview's long-term impact on your brand's reputation and audience perception. This includes any sustained changes in brand perception or ongoing media interest.

By following this comprehensive checklist, you can gain valuable insights into your interview performance, track its impact, and make informed decisions to enhance future media engagements.