



## how to conduct **AN INTERVIEW**

**Interviews are a great way of capturing people's thoughts and views about a topic and can help with generating content to share in blog posts, on social media, and beyond.**

They can take many different shapes and sizes, from a conversation over coffee to a formal face-to-face discussion. Choosing the best format for your interview can depend on what you'd like to talk about, how much detail you want to go into and who the interviewee is. Here are some tips and suggestions of things to think about before, during and after an interview:



### **BEFORE**

**Invite people to take part:** being interviewed can be a bit daunting. If you talk through the questions you will be asking beforehand, it can help people feel more confident to take part.



**Decide where to hold the interview:** coffee shops are often relaxed and friendly spaces to meet. But if you're talking about something sensitive or making any recordings, you may want to find a quieter spot.

**Keep yourself safe:** if you're meeting someone new or at an unfamiliar place, it can be a good idea to take someone with you, or to let someone else know where you're going. Also consider how much personal information you might want to share.

**Getting permission:** It's essential that the person you're interviewing agrees to take part. It's a good idea to get their permission written down (for example, on a consent form).

**Be clear** about how the information you gather will be stored and who will have access to it, whether anything they say during the interview will be shared publicly and whether names will be included in this.



## DURING

**Begin the interview:** start off with short, easy questions to help get the conversation flowing. Ask one question at a time and try and avoid using questions to which only 'yes/no' answers can be given.



**Encourage people to talk:** nodding and smiling while someone is speaking to you can be reassuring. Using phrases such as 'can you tell me more about that?' or 'that sounds interesting' can encourage someone to expand on what they're saying.



**Time to think:** it can be tempting to rush and fill in any silences but sometimes we all need to think about how to answer a question. After someone has finished speaking, it can be helpful to summarise back what they've said to you to check you've understood them correctly and to give extra thinking time- they may chip in more details too.

**Sensitive subjects:** talking about feelings, emotions or difficult experiences isn't always easy. If somebody becomes upset, offering to take a break from the interview or pause any recordings can be helpful.



**Drawing to a close:** So you've asked all of your questions and the interview is coming to an end. At this point, it can be a good idea to check with the person you're interviewing if there's anything else they'd like to mention or any other topics they'd like to discuss.

## AFTER

**What next?** If the interview is being featured in a blog post, film or newsletter, agree when you'll be in touch to share a draft version with them.

**Keep in contact:** make sure the person you've interviewed has a copy of your contact details in case they have any concerns afterwards or want to change their mind about taking part.

**Thanking participants:** sending an email, text message, or a card can also help show appreciation to somebody for giving up their time to be interviewed.



Send the questions • Choose a location • Stay safe • Get permission  
• Be transparent • Ease them in • Be encouraging • Take your time •  
Summarise • Keep in contact • Say thank you!