

# Interview Script: Social Media

## INTRODUCTION

- Introduction of ourselves
- Purpose of the Interview
  - During this session, we would like to get to know you and your work, especially your workflow around using CMS. Most of us are new to news content, so think of us like your new interns and try to describe every aspect of your work. We are interested to learn what is working well for you, and what isn't working well and what you would want, even more so.
  - There are no right or wrong answers, and please feel completely free to say that you don't know something. We're not here to judge but to learn from you how you perform tasks and how you feel.
  - We are going to be video and voice recording, as well as screen recording while you show us your workflow. All of them will be confidential and will be used only for research purposes among ourselves. But please let us know if you wish not to be recorded with any of these means at any point during the session.

## GENERAL

### Understanding the Work

- Tell us about your role.
- How long have you worked with CNBC? (experience with the current CMS)
- Tell us about your day-to-day work. How does your typical day look like?

- What software/tools/documents do you use to complete the tasks?
  
  
  
  
  
  
  
  
  
  
- Who do you mainly interact with?
  - Do you have regular meetings?
  
  
  
  
  
  
  - When, with whom, and what is the purpose of the meeting?
  
  
  
  
  
  
  
  
  
  
- How do you prioritize your work?
  
  
  
  
  
  
  
  
  
  
- (Director-level) What kind of work do you oversee?
  
  
  
  
  
  
  
  
  
  
- If you could change anything in your current day-to-day workflow, what would it be?

- When is the last time that you have encountered a problem in performing your work? Anytime that you had to wait for something to happen? What was the problem, and how did you solve it or worked around it?

## **SOCIAL MEDIA**

- What social accounts do you manage? How often do you post a new post/tweet?
- What are the criteria to determine which news would go up on the social media?
- Do you measure the impressions/views of the post? How do you utilize that data?

## **CMS-specific**

- In terms of what you do on a day-to-day basis, when do you use the CMS? What is your main task while using the CMS?
  - (If the participant's task doesn't involve CMS) Are there any tasks that you wish that would happen inside the CMS?

- What would you say your goal is in using the CMS?
- Are there ways that it's not meeting those goals? If so, what are they?
- What are some other issues that you run into?
- What are some of the aspects you think that would be useful for you / your team?
- When you work in the CMS, what are some the things that you look out for, or have to pay a lot of attention to?
- When was the last time you made a mistake in the CMS? What was it? How did you resolve the issue?

## Demo

- Could you demonstrate to us how you do [the CMS-related work]? Describe it as if we are your apprentices, focusing on step-by-step process.
- What works well in the current process?
- What doesn't work well in the process? What do you wish to change in the process?

### Wrap-up

- Is there anything else that you would like to mention in terms of your work and CMS before we wrap up?
- Thank you so much for sharing your time and thoughts with us. It was very insightful and helpful to understand what [role] does and what could be improved in the process.
- Next week, we will be having a group discussion about CMS and your previous experiences. We will coordinate with Crystal to see how we can fit this session in your schedule.