Content Writer Onboarding Checklist
- Give them access to their new email address.
- Send them an invite to the time tracking software you’re using.
- Invite them to use the project management software you like.
- Get them to sign up for any team communication platform you’re using.
- Send them an email with a list of who’s who in your company and how to contact their team members.
- Check that they correctly installed the time tracking software.
- Send out an email to your entire team welcoming your new staff member.
- Send them an onboarding checklist so they could also check if everything is covered.
- Discuss your expectations for the role and theirs for the job.
- Tell them about your business objectives and where they fit in.
- Email them links to any useful documents they should check out before getting to work.
- Instruct them what to do when they have a question and how to ask for help.
- Talk to them about your company’s values and how to treat other on-site or virtual staff members.
- Discuss what to do when their internet is down and can’t work.
- Tell them about any remote work perks you’re offering.
- Create a new WordPress account for them and email them their login credentials.
Walk them through the process of creating a new blog post on your website.

Discuss your content needs and content marketing strategy.

Instruct them on how to send you new content for review.

Teach them to use an SEO tool to optimise the content they are creating.

Tell them what is your preferred spelling (American English, British English).

Share with them any content guidelines you want them to take into account (tone, voice, style).

Instruct them on where to look for photos for visuals or give them your stock photo website credentials.

Give them access to any image editing tools you use for creating content (Canva, PicMonkey, Photoshop).

Give them access to your keyword research tool.

Instruct them how to work with other staff members for getting the visuals they need.

Tell them where and how to save the content they are producing.

Get them to track the performance of each new piece of content they’re publishing.

Instruct them how to pitch new content ideas.

Discuss what they should expect next: tasks and objectives for the next week and the next month.

Send them an initial to-do list and get them to reach out to you when they finished their first task.

Review their work and provide feedback.