SM Manager 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.
□ Send them a list of login credentials for the social media accounts you want them to manage.
Instruct them how to work with other staff members for getting the visuals they need.

Instruct them on your preferred spelling and keywords.

Share with them your go-to websites for finding new content.

Talk about the right procedure for setting up ad campaigns.

Instruct them on how to handle social media leads.

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

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.

Share with them older editorial calendars so they could see how a plan should look when you receive it for review.

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

Present them the social marketing strategy for each channel.

Instruct them on what tools to use for scheduling the content, if you use any (Buffer, Hootsuite).

Give them access to the scheduling and monitoring tools you use.

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

Instruct them how to answer negative comments.

Instruct them how to handle spam.

Instruct them how to report their activity and results to you.

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

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