


SM Manager Onboarding Checklist



WILDFIRE
- CONCEPTS -

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- 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.
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- 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).
 - 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.
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