Tips for Structuring Your Content Team Checklist

1. Create your Content Strategy:

2. Build your team:

3. Employ people with complementary skills:

4. Keep the lines of communication open:

5. Create exceptional content production systems and processes

6. Hold each team member accountable:

7. Invest in exceptional writing

8. Ensure the whole team understands and agrees with your objectives:

9. Keep your editors in-house:

10. Write clear job descriptions for content team roles: