Onboarding video script

We're excited to work with you to create an onboarding video for your organization's learners.

The goal of this video is to give your members the skills and knowledge they need to make the most of their DataCamp access and will serve as a time-saving resource for you to share.

What to include in your video

A good video should tell a clear story. It should explain who you are, the business challenge your learning program is solving, and what's in it for your employees?

Recording recommendations

Practice reading the script out loud before recording	If you don't have access to professional equipment, record using Zoom/Teams	Try to minimize background noise and record in a booth
Make it natural. Try to avoid simply reading the script, instead present the script	(Optional) Add your company's branding using virtual backgrounds	Share any slides or visuals you would like to include in your final video with us

Recommended video structure

Introduction

Q. Who are you, what is your role, when did you join the company?
Q. What is your relationship with data? Highlights your credentials/experience.

The bigger picture/story

Q. What value could improved data literacy unlock for your company?
Q. Are there benefits for specific departments? Bring it to life with stories.
Q. Is this part of a larger company-wide initiative or learning program?

What's in it for me?

Q. What will an individual member get from DataCamp?
Q. How will this help me in my day to day role?
Q. Include a call to action. Who should apply, and what happens next?

Sample video script

Introduction

Hi, I'm [First Last], [Role] at [Company], and I work on the [group] team, and I'm passionate about [insert goal, for example, helping people upskill and reskill/become more data-driven].

Before joining [company], I worked at [other company] and helped them [achieve goal].

The bigger picture

At [Company], we have a tremendous opportunity to improve the way everyone uses data in their role to give us a competitive edge. And I'm not just talking about data roles—like data scientists or analysts. No. I believe that everyone should all be able to read, write, analyze, and communicate using data. After all, every single one of us is touching data in some way, regardless of our role. So, much like how today we all need to know how to use email, the same is true about working with data. Being more data savvy benefits our entire business, from the products we build to the services we provide customers [personalize examples].

What's in it for me?

That's why I'm pleased to announce the launch of our new [insert program name, ie Future Skills program]—which will help all us all become more data literate. The program is available online to all employees across all our office locations and will be powered by DataCamp, an online learning platform that specializes in teaching data literacy. As part of the program, you will gain access to custom [Company] learning paths as well as over 360 self-paced, interactive courses that will help you become more data confident in your role.

If you're interested in getting access, visit our [program name] intranet page or reach out to your manager for more information. I look forward to seeing what new skills you unlock for you and our [Company].

74% of people have watched a video to understand how to use a new app or website better
Source: Wyzowl Customer Onboarding Statistics 2020