

# Introduce your employees to DataCamp

Send a personalized welcome to announce DataCamp to your employees. Our email and Teams/Slack templates make it easy for you to spread the word within your organization.

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## Pre-launch Microsoft Teams/Slack template

I'm pleased to share that we will soon be going live on DataCamp 🚀 From data concepts to coding, all training is interactive. It is simple to start using. There is no installation as all learning takes place in your browser, where you will have the opportunity to follow expert-led courses, complete bite-sized exercises, and receive real-time feedback. DataCamp will help all of us become more data-driven. [Watch this short video to learn more.](#)

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## Pre-launch email template

### Subject line:

Introducing DataCamp for [company name]

### Email body:

Hello [everyone],

I'm pleased to announce that we will soon be using DataCamp. This online learning platform specializes in teaching data literacy for all skill levels and roles. Following extensive testing and consultation, we have decided that DataCamp is the best platform to help us become more data-driven in our everyday work.

Why DataCamp and why now? At [company name], we understand that data skills aren't just for a small handful of roles anymore. Today, they're essential to every major business function. DataCamp makes it easy for everyone to learn new skills specific to their role. From data concepts to coding, all training is interactive. It is also simple to start using. There is also



no installation as all learning takes place in your browser, where you will have the opportunity to follow expert-led courses, complete bite-sized exercises, and receive real-time feedback.

DataCamp can also help us with [share a specific challenge, objective, or mission]. We are preparing the platforms with [our team structure, bespoke learning assignments, custom learning tracks] and will soon be inviting the rest of the company to join. You will receive an invitation email from DataCamp shortly [replace "shortly" with your launch date if known].

If you have any questions or would like to learn more about why we are using DataCamp, I would encourage you to [watch this short video](#) or reach out directly to [your managers] for more information. I look forward to seeing what you will all learn using DataCamp.

Best regards,  
[Your name]

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## Early access email template

### Subject line:

Early access invitation: Data literacy at [company name]

### Email body:

Hi {{First\_Name}},

You're invited to join the DataCamp early access program on DD Mmm, HH:MM. Please look out for an invitation very soon, where you'll get to see the platform in action and be part of an exclusive early access program ahead of our official company-wide launch in Month!

I'll share more information on our call soon, but DataCamp is an interactive training platform that will empower all of us to improve our data skills—whether that's knowing how to create a pivot table in Excel, join tables in SQL, or automate processes using Python. There are no long videos, instead, you'll grow your job-specific data skills with short video tutorials and engaging hands-on exercises.

Here's a preview of the learning experience—I hope you're as excited as I am to start learning!

[insert animated GIFs to your email to highlight the learning experience - click for images]

Looking forward to seeing you on the call soon!

[Your name]

### TOP TIP FOR DATACAMP ADMINS:

Use Mentimeter at the start of your internal DataCamp launch presentation to get people engaged and participating. Create a free account and use, [this template interactive quiz](#).

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## Intranet /Confluence landing page

TITLE: Data Upskilling Programme  
SUBHEADER: Make data your superpower 🦸

### SECTION: INTRODUCTION

We're excited to welcome you to [company name]'s first-ever [data literacy/company-wide upskilling] program, launching to over [Add #] employees on [date] 🎉

### SECTION: ESSENTIAL PROGRAMME INFORMATION:

– When will the program launch?

[date] (add to calendar)[Use [this website](#) to generate your sharable calendar link]

– Who will have access?

All [Add #] [company name] employees in [location(s)]

– What skills will I learn?

All training will be tailored to your skill level and role - ranging from hands-on Excel and Power BI training to more advanced SQL and Python for our engineering and data science teams. The program will be powered by DataCamp who are the leaders in data science and data analytics training - they also make learning fun and on-demand, so you can grow your data skills when it's most convenient for you.

– Do I need to prepare anything?

No. Look out for more information from the [company/team name] team soon. You can also speak with your manager closer to the launch date for an overview of your team-specific learning path.

### SECTION: WHY NOW FOR [company name]?

Colleagues have reported feeling overwhelmed by data and that's not surprising. At [company name] we are collecting ever-increasing amounts of data. That data can help us maintain our competitive edge and deliver world-leading services to our customers.

"[add leadership quote if available]."

[Leader name]

[Leader role]

### SECTION: QUESTIONS?

If you have any questions, or are interested in participating in our early access program, please email [email address/contact name].

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## Launch Microsoft Teams/Slack template

DataCamp has arrived It's time to start learning and watch your data skills take off! 🚀

**What is DataCamp?** It's an [interactive training platform](#) that helps you grow your data skills. All training is interactive. There's no installation as all learning takes place in your browser, where you will have the opportunity to follow expert-led courses, complete bite-sized exercises, and receive real-time feedback.

**Who is DataCamp for?** Everyone! Now more than ever, data skills are required in all departments at [company name], from HR and marketing to engineering and data science. That's why everyone will get access to the platform, with training paths tailored to your role.

**What will I learn?** Your learning experience will differ depending on your role and data experience level. This could be anything from how to create a pivot table in Excel, join tables in SQL, build a dashboard in Power BI, or automate processes using Python.

We can't wait for you to join our company-wide data literacy program. There will be a DataCamp onboarding training on DD Mmm. Look out for your email invitation later this week!

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## Launch email

### Subject line:

Welcome to DataCamp

### Email body:

Hello [everyone],

You now have full access to DataCamp—an interactive data training platform, designed to help everyone at [company name] be up-to-date on the most in-demand skills.

### To get started:

1. Look out for your official invitation email from team@datacamp.com
2. Click the "Start Learning" button to create your account
3. Enroll in [add learning recommendations tailored to your team to boost engagement]

We're really pleased to be able to invest in your professional development and look forward to giving you the data science and analytics skills your people need to put your data to work.

If you need any help getting started, please reach out to [your managers].

Best regards,  
[Your name]



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## Reminder email

**Subject line:**

[Action required] Invitation to [company name]'s learning environment on DataCamp

**Email body**

Hello,

Your DataCamp account has not yet been activated. Please create your account using the link below:

[Create my DataCamp account] ← Add your organization's join link

For additional support, please join our DataCamp channel on Slack/teams, visit [the help center](#), or watch this [short overview video](#).

See you on DataCamp soon,

[Your name]

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## Onboarding tips

**Subject line:**

Grow your DataCamp skills: 3 quick tips

**Email body**

Hello [everyone],

Here are three quick tips to help you get the most value from your DataCamp access:

1. Schedule time for learning  
It's important that you set aside time to learn. Create a weekly reminder in Slack/Teams or schedule time on your calendar to achieve your learning goals.
2. Make learning a team sport  
Just as going to the gym is more fun with a friend, the same is true when learning. Partner with a colleague to make it easier to stick to your learning goals and keep growing your learning muscles!
3. Share what you've learned  
Share tips and celebrate your new data skills during team meetings and on shared



Teams/Slack channels.

For additional support, please join our DataCamp channel on Slack/teams, visit [the help center](#), or watch this [short overview video](#).

See you on DataCamp soon,  
[Your name]

