# The Go-To Guide for Virtual Training & Onboarding

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# The rise of the remote workplace

Last year, people used video to visit with family and friends, learn new things, have company meetings, and welcome new team members. While the pandemic pushed people to understand and become comfortable with video tools, it also proved that video is here to stay as a part of everyday life.

At work, a video-forward company culture starts from an employee's first day, and should grow and evolve alongside your business. It's an effective, scalable option to share, learn, and collaborate — all while providing content in a format that employees want. With 97% of professionals open to a virtual onboarding experience, and almost half reporting it as the most engaging form of communication, video creates an interactive experience that improves communication and collaboration within every department.

Even when the return to the office is upon us, many will continue to work flexible schedules and take advantage of the new remote work infrastructure. A benchmark survey from Upwork revealed that one in four U.S. professionals will be fully remote this year, and nearly 40 million Americans will work from home by 2025 (up 17% from before the pandemic).

Onboarding, training, enablement, and leadership teams will need a solution for providing video communication, training, and company updates as the workplace continues to shift, evolve, and modernize. We'll help you get a grasp on how video can support your organization and employees learn and grow together, wherever they are.

## 97%

of professionals are open to virtual onboarding experiences
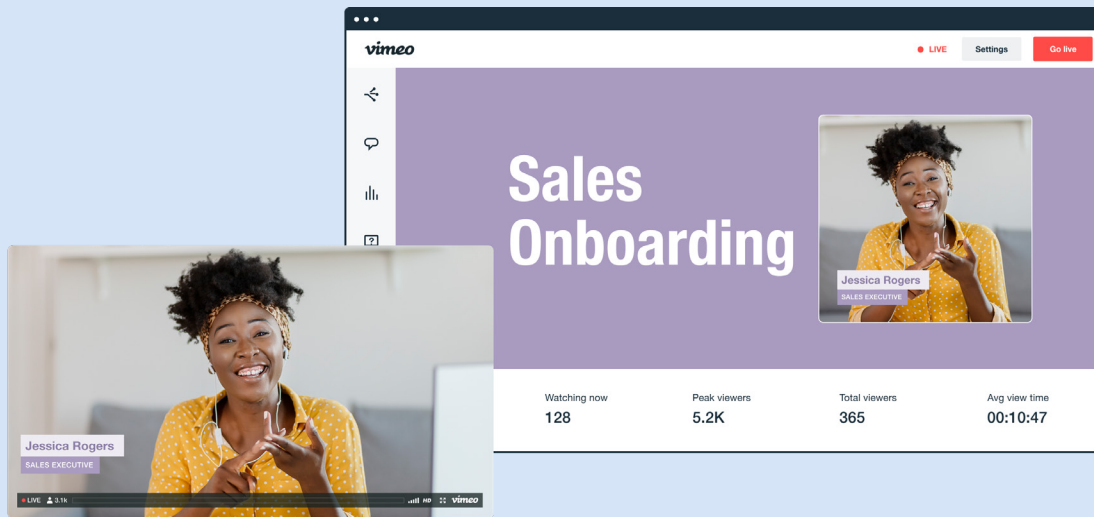
# Why video? It's worth way more than a thousand words

It's easy to understand why video is dominating across all channels. Video is slated to make up 82% of all web traffic by 2022 — odds are, your employees enjoy plenty of video on their own time, whether on TikTok, Netflix, or Skype. As more people consume more video content, and the medium becomes increasingly ubiquitous in everyday experiences, employees will come to expect the same from their job.

Video is not only convenient and inclusive, no matter distance or schedule, but it's a more effective way to train employees, boost productivity, and improve morale.

What's more, employees want virtual training options for more autonomy when it comes to online learning — adults prefer self-directed or experiential learning. If a working parent wants to attend your company town hall but it falls during nap time, offering the opportunity to watch it on their own time will improve employee satisfaction.

## 69%

of HR professionals find live video to be the most effective alternative to in-person training

## Video boosts productivity

Our report with GlobalWebIndex on business communications, *This should have been a video*, revealed that video can be directly linked to improved employee performance.

When leadership teams used video, professionals were more likely to report that their company was able to:

Maintain employee productivity

Provide adequate training and knowledge sharing

Maintain alignment on company goals and strategy

Boost many other key performance indicators (KPIs)

On the flip side, teams who *weren't* using video were less confident that they would be able to keep up with industry changes or maintain confidence in leadership.
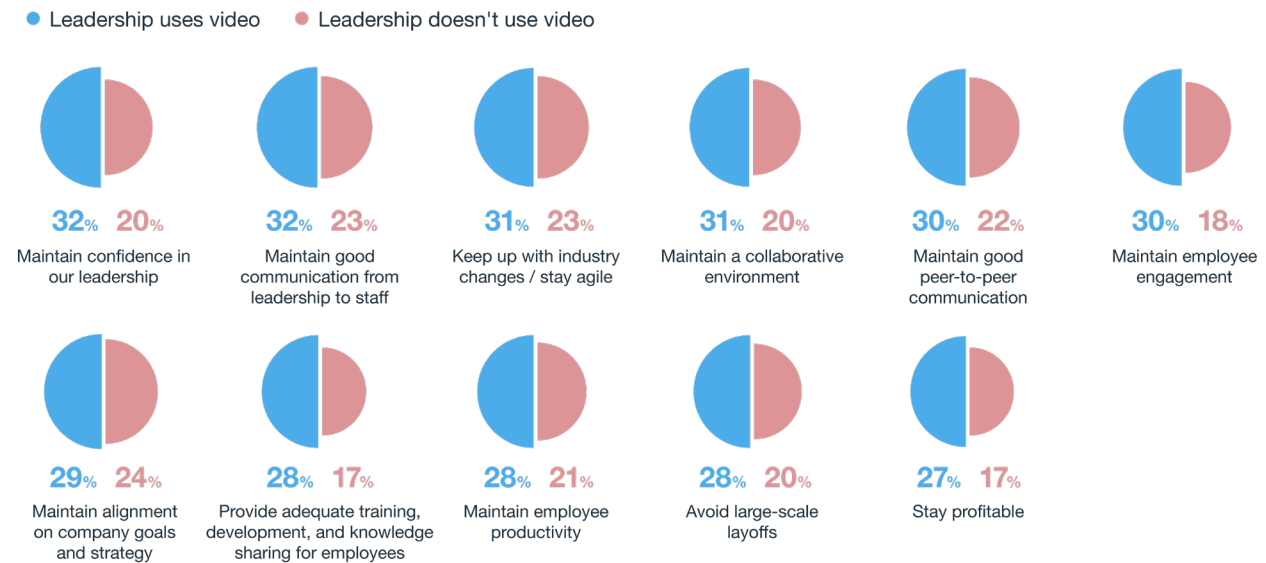
Which side does your team fall under now, and where do you want to be in six months or a year?

For more insights on how video is impacting the workplace, **read our full report**.

## Video usage is tied to better KPIs

One finding from the report showed that, when leadership teams use video, employees feel the company can maintain communication, engagement, and perform better than those that don't use video.

● Leadership uses video   ● Leadership doesn't use video

**32**% **20**%
Maintain confidence in our leadership

**32**% **23**%
Maintain good communication from leadership to staff

**31**% **23**%
Keep up with industry changes / stay agile

**31**% **20**%
Maintain a collaborative environment

**30**% **22**%
Maintain good peer-to-peer communication

**30**% **18**%
Maintain employee engagement

**29**% **24**%
Maintain alignment on company goals and strategy

**28**% **17**%
Provide adequate training, development, and knowledge sharing for employees

**28**% **21**%
Maintain employee productivity

**28**% **20**%
Avoid large-scale layoffs

**27**% **17**%
Stay profitable

## Video helps build an inclusive team culture

When businesses were forced to go remote overnight, moving all meetings to video and quickly adapting to the new virtual reality during the pandemic, it became evident that remote work is a great equalizer. By leveling the playing field, all team members have the same opportunity to have a seat at the virtual table in more flexible and inclusive ways than they had access to before.

Vimeo's platform gives us the ability to produce professional, branded company events that are engaging our associates and supplier partners in more meaningful ways. Our first town hall on Vimeo was a pivotal moment that allowed us to reach more associates than we ever could through live, in-person events.

**Peter Strella**
Director of Communications & Creative Media Services, Rite Aid

## Video helps people learn and process information better

HR and onboarding teams have found that the most effective alternative to in-person training sessions is video. When asked what is the best alternative, HR professionals were the most likely to choose live video training (69%).

People process more information in video than text alone, and live sessions help to be more engaging. When compared to non-video learning formats, video training allows for improved:

Memory storage

Processing speed

Visual learning

Focus

## Video formats for training + communications

Video can be used in a number of ways, both live and pre-recorded. Here are just a handful of ways HR, training, and comms teams in the Vimeo community are leveraging video:

- Compliance trainings
- New hire onboardings
- Company-wide employee orientations
- Sales team trainings

- Department-level workshops
- Manager training seminars
- Employee introduction videos
- Partnership trainings

**Takeaway**

Using video for company trainings and updates offers a modern medium to support your employees. Video is the modern medium of today's workforce, and offering virtual training gives your company a fresh public image and can help with recruitment, retention, ramp time for new employees, and overall employee engagement.
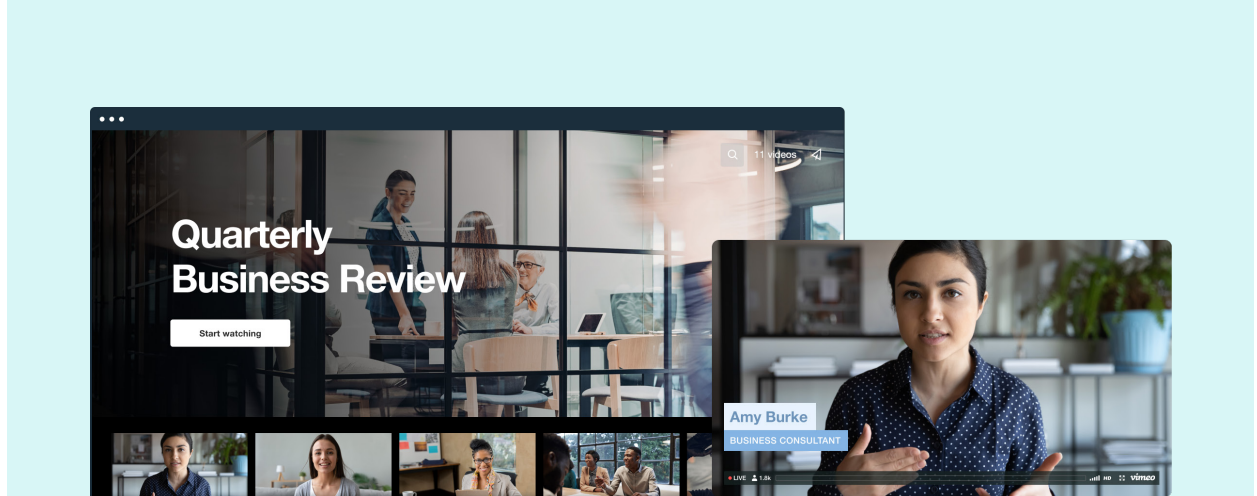
# 10 tips for great video training content

Great video content varies tremendously — best practices for marketing videos differ from best practices for training videos. So when you're building an internal video strategy to support your employees, it's important to understand the nuances of what works well in a learning and development context.

One thing that stays the same, no matter the department? You want video content to be high quality and leave a lasting impression.

1. **Recognize and manage Zoom fatigue up front**

   Zoom fatigue is real. So real, in fact, that Stanford researchers investigated the main causes of Zoom (and other video conferencing) fatigue and how to mitigate and prevent it.

   The main cause? Neverending close-up eye contact. People's faces are generally closer to ours on a video chat than in-person, which is exhausting, along with constant self-criticism from looking at your own face all day. It takes energy to be "always on." In-person experiences offer more of a buffer, where you can peer down at a notebook, scan the room, or look out the window.

   To that end, it's critical to set expectations of when employees should be "visually present" and actively engaged (camera and mic on) versus when they can take a step back and simply tune in (passive engagement, camera and mic off). Stanford created a scale to help identify video conferencing fatigue in your employees or peers. They offer a free 15-point questionnaire that can help managers identify what specifically is leading to an individual's fatigue and create strategies to reduce stress by catering to employee needs.

## 2. Create a detailed agenda

People like to know what to expect and how they should plan out their day. Many people working from home are juggling caregiving responsibilities, quiet times in the house, and their ability to be on camera, so video meetings and training sessions require more lift and planning. Be sure to send out agendas at least one week in advance so folks know what to expect, and when.

Make sure to assign a facilitator for all agenda items, too. Here's an [example of a remote teaching agenda](#) that outlines each objective and the tools or preparation required. If employees come prepared and can quickly get back on track if any distractions come up, they'll feel less stressed and retain the information better.

Ideally, a detailed agenda should include:

- Dates and times for training sessions
- When video will be used and not used (active and passive engagement)
- What is pre-recorded and asynchronous
- Which sessions require synchronous (live) attendance
- Any pre-session reading or viewing materials

- Collateral materials or tools needed
- A list of attendees and their contact information (photos can also help for new teams or new hires)
- A forum or communication method for follow up

Once you, as the instructor or facilitator, are really clear on the learning objectives, then you can develop an agenda. As adult learners, we want to know what's coming up, we want to know what to expect. Identify your learning objectives, make an agenda, and stick to it.

**Julie Starr**
Director, Learning & Development,
Convene
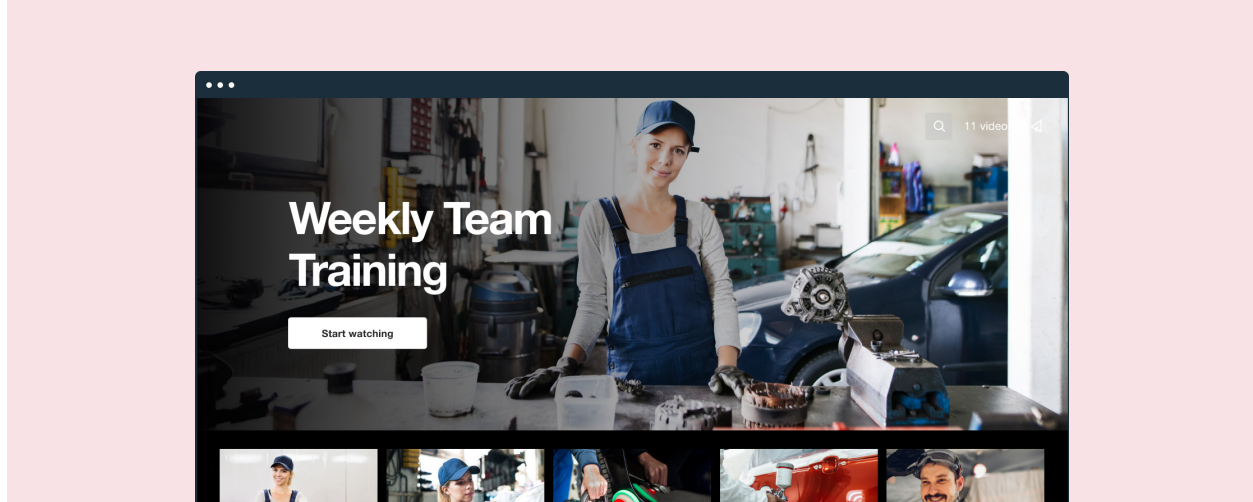
## 3. Allow viewers to watch (and rewatch) at their own pace

Live sessions are often required for remote trainings. Still, recording them and offering an on-demand option allows employees to learn at their own pace, taking notes or perhaps in a better headspace than during the live session.

With Vimeo, live streamed events are automatically archived to the platform, so your viewers can rewatch after the broadcast ends — no downloading or re-uploading necessary.

## 4. Keep it short and sweet

Training trends show that people want quick-hit video content and retain best when learning sessions are between six and fifteen minutes. TechSmith also researched the ideal length for training videos and found that overall:

people prefer videos **shorter than 20 minutes**

50% of respondents preferred a video length **between three and six minutes**

## 5. Measure engagement with analytics

Using data to analyze video content will tell you which training sessions are resonating with your audience, and which ones could use a refresh or a new format. Review the sections of videos that have been watched the most, where engagement is at its highest, and which tools your teams are using.

Metrics to track effectiveness of training videos include:

- Video views
- Video engagement
- Post-session surveys
- Q&A activity
- Knowledge checks
- Engagement or views over time
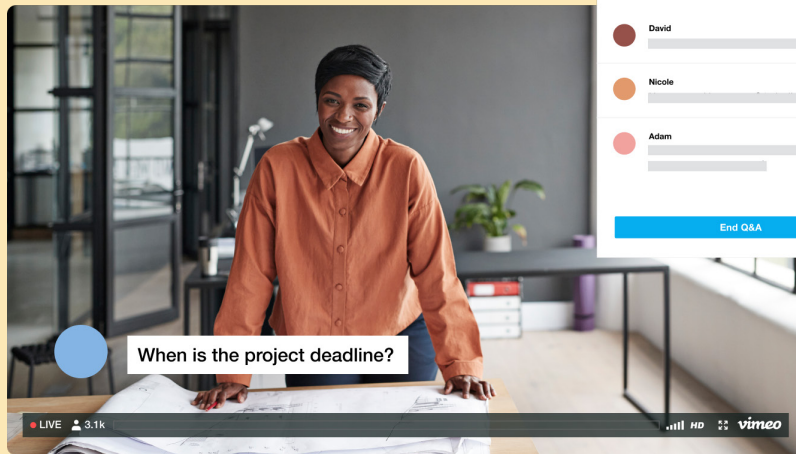
## 6.  Encourage active participation

Live sessions provide an opportunity to engage and interact with the audience in real time. Address individuals by name, answer questions, use polls to guide content or level of detail, and have someone responsible for moderating the chat or Q&A while the main presenter is speaking.

During a live training session, encourage participation by using:

- Polls
- Live chat
- Q&A
- Graphical overlays
- Sharing slides or materials

Since we're taking a different spin with virtual training, we have to translate our existing content to make it better suited for the format. What works in a classroom works a little differently with live streaming. We use video, interactive apps and tools to engage our viewers. It really helps take our content to another level.

**Steve Hamaday**
Virtual Training Manager,
Axalta Coating Systems
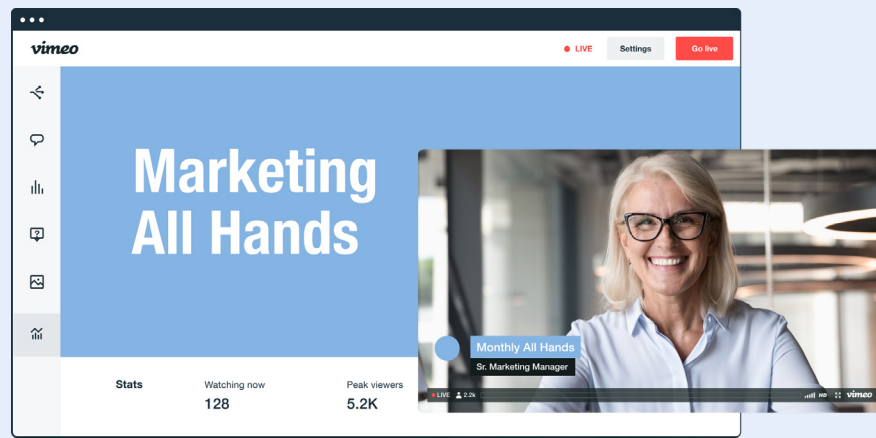
## 7. Dos + don'ts of visual aids

Visual aids are useful in helping trainees retain information, but can also be overwhelming if used incorrectly. If you've ever attended a session where the speaker reads the slides word-for-word, you know how quickly boredom takes over. Use slides as a supplement to your content, not as the content itself.

Here are some best practices for visual aids while live streaming to improve retention and engagement.

| **DO** | **DON'T** |
|---|---|
| **Use minimal text.** Try the 5-5-5 rule: no more than 5 words per line, 5 lines per slide, or 5 text-heavy slides in a row. | **Write out your content word-for-word** and include text-heavy slides. |
| **Pace yourself.** The 10-20-30 rule says to keep sessions to 10 slides, in 20 minutes, displayed in 30 point font. | **Overdo presentations in general** — only use visual aids when needed. |
| **Keep it to the point.** Using the 1-6-6 rule helps create memorable points: outline 1 main idea, communicated by 6 bullet points, with a max of 6 words per point. | **Make presentations longer than 10-20 slides.** |
| **Use the lower third** of the screen for helpful text or titles of presenters. (Vimeo makes it easy to add lower thirds with the click of a button.) | **Place text over your speaker's faces.** |
| **Use clear titles on slides** so viewers can quickly skim through if they need to rewatch a certain section. | |

### 8.  Make video content personal and be candid

People want to feel like content is catered to them and that they are seeing a true behind the scenes look, especially for new employee training or onboarding scenarios. During these sessions, be candid and give a glimpse into your company culture. For example, sharing a "Life at [Your Company]" video at a new hire onboarding will make new employees feel at home in your organization, while at home.

### 9.  Keep video training content organized, accessible, and secure

Have you ever opened up Google Drive or Dropbox, determined to locate a meeting recording or work-in-progress training video, only to spiral into the depths of an internet black hole? We've been there, too.

To reduce the time your team spends looking for content, your videos should be sorted and structured in a way that's easy to find, distribute, and review. Effective content management means your team can transfer knowledge instantly, discover relevant content quickly (no more rummaging around random files and folders), and do so safely and securely via SSO. (Hint: Shared logins aren't ideal, and shared logins with "12345" as the password are worse.)

### 10. Use high quality video and audio

Don't get overwhelmed by production, just make sure it's clear, easy to understand, and use high quality audio and video. Try to avoid lagging or poor quality not only because it's frustrating to the viewer, but during training sessions, this could contribute to a trainee missing important information or understanding a task incorrectly.

# Creating a professional look on-camera, at home

A few slight updates to your camera angle, lighting, and background can elevate your video presence and help to create a professional look and feel for video sessions.

**Lighting**

Natural light is best. Try to sit facing a window and avoid sitting in front of a window or you'll appear as a shadowy silhouette. If you can't access natural light, invest in a ring light and position it squarely in front of your face.

**Framing the shot and working with the camera**

Look into the camera and position it at eye level. Sit about an arm's length from the camera, and angle the camera to point towards a corner or interesting (but not distracting) wall. Use colorful plants, throw blankets, or artwork to add dimension to the frame.

**Wardrobe**

Wear something comfortable, in a plain, solid color that contrasts with your background. Try to avoid busy patterns, stripes, or small prints that can be distracting or any logos, graphics, or text. And you know, pro tip — don't forget to wear pants.

### Audio

If possible, wear headphones. Wireless or AirPod-type headphones are best for a cleaner sound and look. If you're using your laptop microphone, stay close to it.

Limit background noise by:

- Silencing your phone and laptop notifications

- Keeping windows closed

- Turning off noisy air conditioning or fans

- Keeping pets, children, or other household members away from the space where you're presenting

- Adding rolled up towels under doors for some DIY soundproofing/ sound-muffling
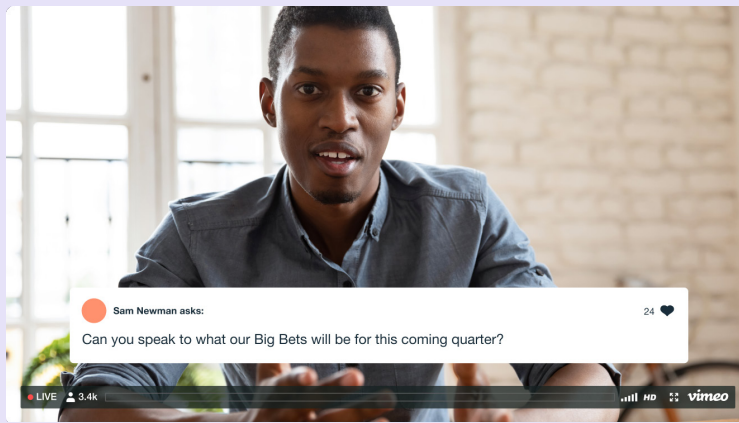
### Engagement and body language

Keep viewers engaged using a strong, clear voice, looking directly into the camera (not at yourself on the screen), and sitting up straight. Use hand gestures when appropriate, smile, and try not to be too stiff. Vary your voice, from speed to volume, like you would in a normal conversation.

# Real-world examples
# from businesses like yours

Video-based virtual training can advance understanding of your company's strategy, speed up onboarding time, and help employees access the information they need, fast. We're fortunate to work with some of the largest brands in the world to support their training and communication through video. Enterprise organizations need virtual training solutions that are secure, brand-oriented, and allow for internal knowledge sharing.

A quick note: To protect the private and proprietary information surrounding these internal use cases, we've kept their stories anonymous.

## An industrial company trains a mobile workforce from anywhere

When a 150+ year old company was tasked with modernizing its training program, they quickly embraced video as a viable, scalable option. But when their initial video platform presented lag and a choppy viewing experience, the training team realized they needed a more reliable live streaming platform to support its thousands of participants.

Using Vimeo's live streaming tools, auto-archiving of live streams, recorded video library, and streaming workshops, they have expanded their training programs into a high-quality, seamless viewing experience. Vimeo has allowed the company to re-certify their partners virtually, rather than requiring partners to travel, or sending their own staff into client shops.

"We've been using Vimeo since 2016 to conduct classroom instruction and theory directly to the shops we serve, so they don't have to travel to us for re-certification or product updates," says the company's virtual training manager. "We build it as a two-way conversation, not just by chat or other traditional webinar methods, but by sending our instructors user-generated video content from participants that they then review during class."

## A large ecommerce marketplace supports its support team and customers with video

A large global ecommerce company uses video training and help videos for customer service associates, for both internal and external content. For their internal content, they needed a secure solution for the immense volume of sensitive information that would be distributed within the organization. By using Vimeo's branded portal of video content, they could embed private company content in an easy-to-use interface.

They also use Vimeo Record to capture quick, one-on-one videos between customer service trainers and clients. For this large ecommerce company, privacy and security are essential to business operations, and Vimeo's SSO and other security tools give them peace of mind at scale.

## An iconic athletic brand trains partners on new products

A premier athletic brand needed a solution to train partners to sell their products around the world. After building an in-house team to share details on the company's products and brand story, they wanted to bring this messaging to a wider audience. Their preferred method? Translating this information through video.

Because the training team shares delicate internal product and messaging content privately, they needed a solution to host recorded live video sessions in a secure, branded library. Using a Vimeo Showcase for internal messaging is a secure way to host video content, offers a beautiful viewing experience for the end-user, and gives the training team access to rich data and insights about viewers, allowing them to optimize and improve over time.
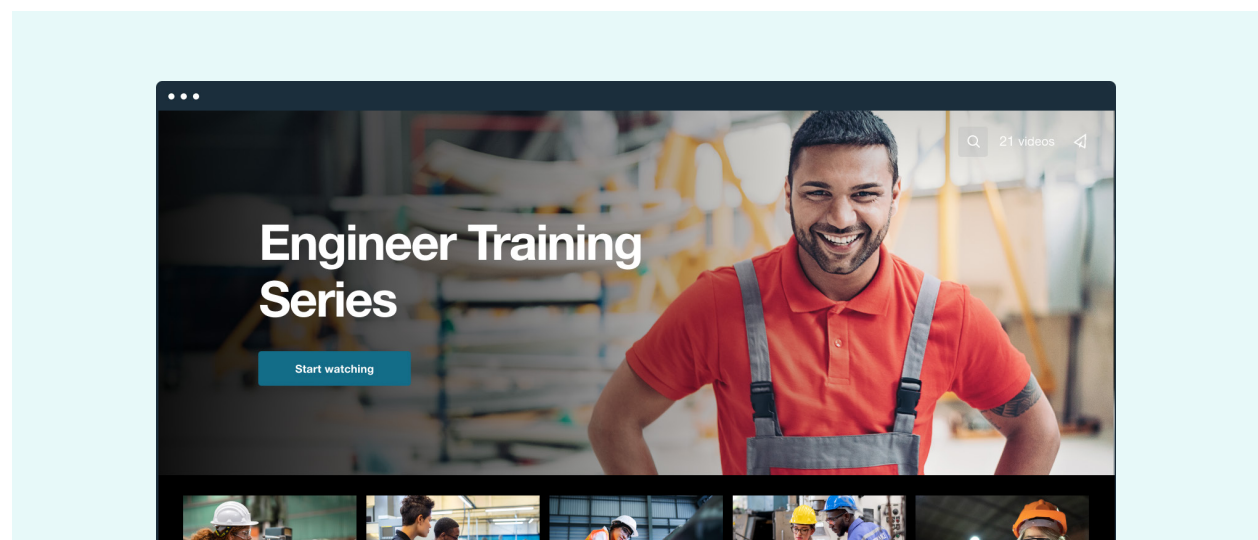
# How Vimeo can help

Implementing video into your day-to-day doesn't have to be daunting. Whether your business is a scaling startup or a global enterprise, Vimeo is here to help. Video and virtual training are the ways of the future, and we can partner with you to help provide the best experience possible for your employees, partners, and customers.

### Transfer knowledge instantly
Instantly record, upload and share training videos, all-hands, or Zoom recordings. Add questions in a video and tag teammates in the comments.

### Discover relevant content fast
The Vimeo platform democratizes knowledge sharing with fast and easy uploading, branded video viewing pages, and organizing workspaces by team or topic.

### Secure access for the whole team
Secure videos with SSO and organize content with group-level permissions. Plus, manage user permissions on individual folders and workspaces to ensure every employee has the right level of access.

### And much, much more
Video messaging with Vimeo Record, production support, moderated Q&A, eCDN, automatic closed captions, backup streams, and top-notch support (just to name a few).

To learn more about how Vimeo Enterprise can support every team at your company, drop us a line and a friendly member of our team will reach out.

## About Vimeo
Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com.