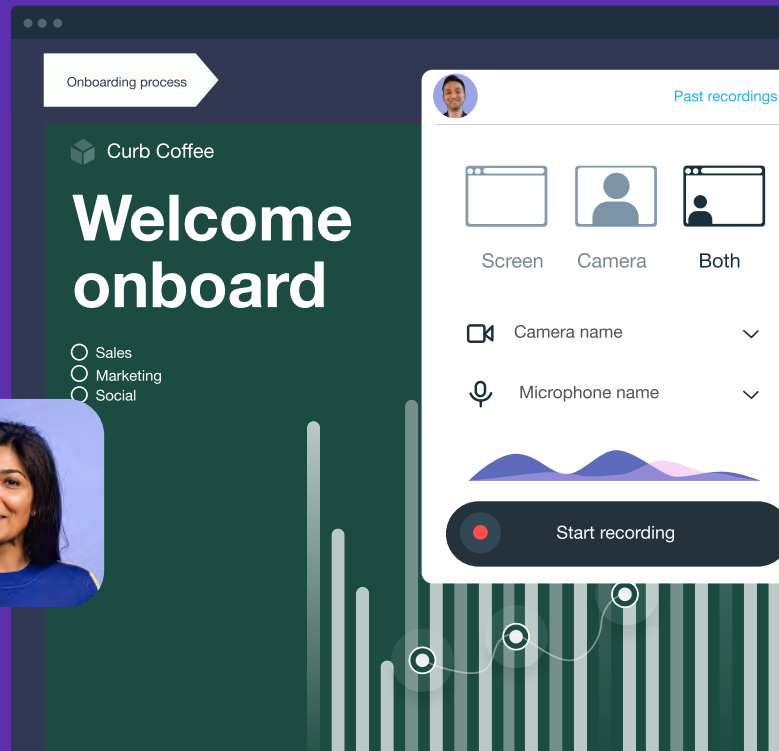




# Reimagine your remote onboarding

Embrace video to create a more personal and inspiring onboarding process.



Onboarding is massively important. Studies show that people who don't have a positive new hire experience are 2x times more likely to look for a new job.

Employees that feel good about their onboarding are

**3x** more likely to feel committed to their new role.<sup>1</sup>

But onboarding is hard. The best experiences strike a delicate balance. They mix information – what the new employee needs to know – with inspiration – how you want them to feel.

The bad news is that only

**12%** of employees strongly agree their organisation does a great job of onboarding new hires.<sup>2</sup>

And remote onboarding is even harder.

Right now, every HR person should be asking: What story is our remote onboarding telling new employees? How well are we communicating what kind of company we want to be? This guide helps you think through that story.

Some of the personal touch is undeniably lost in the move to remote onboarding.

But video has the power to bridge that gap and create meaningful and lasting connections.

And Vimeo should know. We've been the home of the best video on the internet for nearly 20 years. Now we're on a mission to help all businesses unlock the power of video, building tools to help HR teams like yours create a powerful, personal onboarding process.

<sup>1</sup> Gallup Workplace  
<sup>2</sup> Gallup Workplace

# The right sort of welcome

83% of high-performing companies begin their onboarding process before an employee's first day on the job.<sup>3</sup> Everything from the moment you post the job online – through the application, interviews, and job offer – tells a potential employee something about what kind of business you are.

Those early points of connection are vital. A significant amount of employee turnover – about 22% – occurs in the first 45 days of an employee's tenure.<sup>4</sup> It's down to you to shape the story and the culture you are communicating to new colleagues before they even start work.



## Humanize your hello

Official communications obviously need to be in writing, but once the contract is signed, video is a great way to start building a deeper relationship with a new employee. Turn welcome emails into personal and engaging video messages. This gives employees a feel for who they'll be working with and an immediate sense of connection with the team they'll be joining.

## Ask for feedback right away

Only  
**26%**

of new hires report being asked for feedback on their candidate journey.<sup>5</sup>

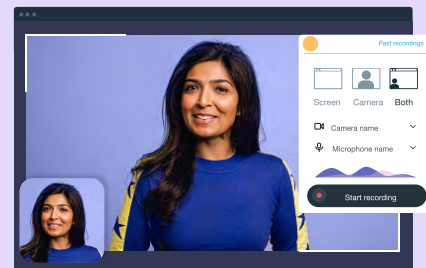
Asking new employees to share their thoughts and feelings about the hiring process is a great way to learn and improve as an HR team. And doing it early sends a powerful message – that their feedback is valued from the moment they join the organisation.

## Could this be a video?

Most onboarding programmes are stuffed full of things to read – one-pagers, PDFs, slide decks, and web pages. All of this captures the right information, but how well does it communicate your culture? From the CEO's welcome message to explaining the expenses system, a huge amount of information is better as a video, which is easier and more engaging to consume.

## More human resources

Send personalized video messages to new team members with one click.



Record your screen, your camera, or both to capture what you want to say, how you want to say it.

[Download free →](#)

**vimeorecord**

<sup>3</sup> Work Institute

<sup>4</sup> Greenhouse

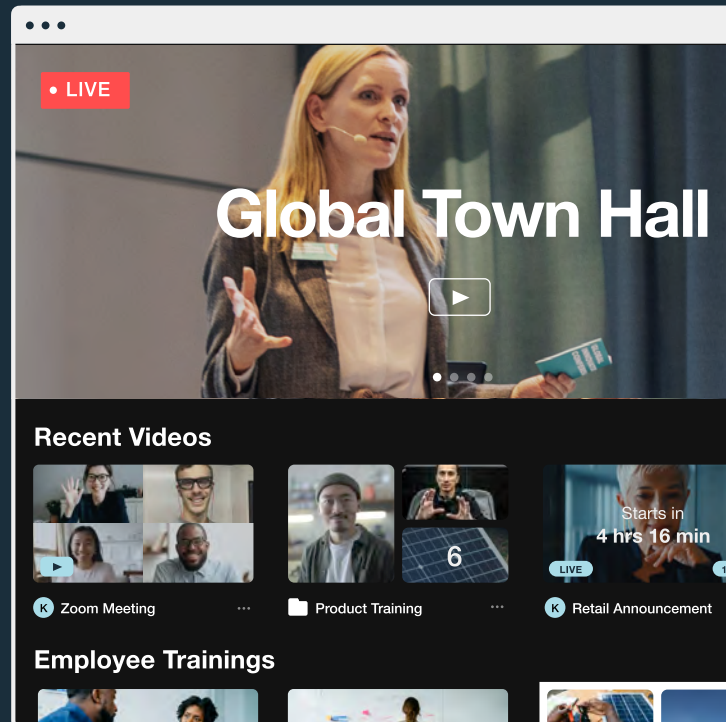
<sup>5</sup> Ideal

# The first day and beyond

After the whirlwind of an employee's first day, the next phase of a great onboarding is to empower them to shape their own experience.

Prioritizing professional development during the onboarding process increases<sup>6</sup> employee satisfaction by

**3.5x**



## Hand over the keys

The onboarding process is often designed in a linear way, which isn't how most people's minds work. Instead of directing employees what to engage with when, open up your information library and let them choose how they work through it. They can create their own flow that makes sense for them, and go back and re-engage with content if they need to.

This is especially useful if you run live training sessions with interactive elements which can (and should!) then be archived in easy-to-find libraries for people to watch back in their own time.

Opening up conversations around where employees want to grow next can have a huge impact on retention – and help you and your team set up your new hires for success.

## Create informal spaces

In the office, informal interactions occur all the time. People bond over lunch, bump into each other in the lifts, or share small talk while they're waiting for a meeting to start. In a remote culture these moments disappear.

This has a big impact on the onboarding process, because people learn a lot about a company's culture from these interactions (maybe more so than official communications). While forced fun is never a good idea, build in less formal moments as part of the onboarding journey to recreate some of this vital dynamic.

Consider creating a relaxed team Slack channel for close coworkers to bounce ideas, ask questions, and even share memes. Better yet, infuse actually engaging team experiences – like a live quiz show or a virtual escape room – to break the ice during your new employee's first few weeks.

## Make meetings one and done

57% of HR leaders say managers lack the time and bandwidth to support, implement, and improve the onboarding process.<sup>7</sup> Transform endless Zoom meetings into a searchable, on-demand [video library](#) for your whole team.

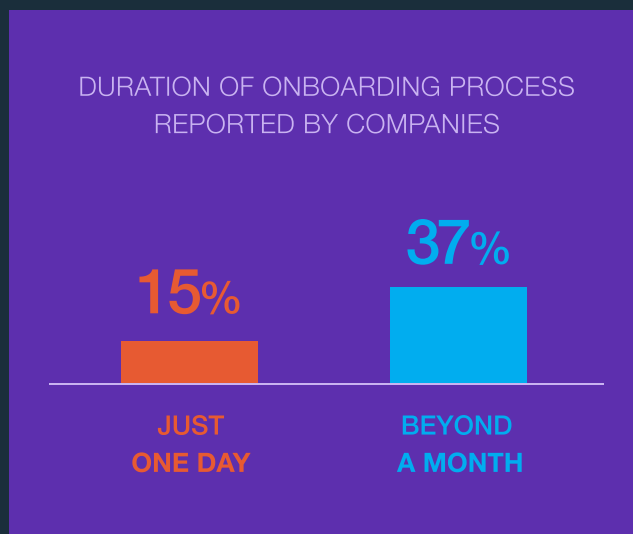
[Download free Zoom integration](#) →

vimeo | zoom

# The end?

Only 37% of companies report extending their onboarding processes beyond a month, with 15% allocating just one day for the process.<sup>8</sup> But the best onboarding programs continue active learning for at least 90 days – and in some cases expand for a full calendar year – to ensure employees are fully equipped to reach peak performance.<sup>9</sup>

So when should your onboarding process end? Trick question – it shouldn't really. It should evolve into ongoing engagement with your employees, keeping many of the core principles the same. How do you continue to communicate what sort of business you are and what you expect from your team?



## Never stop learning

Every insight you can gather about your onboarding process will help you improve. There is huge value in both qualitative surveys and data-led analysis – seeing where, when, and how people were engaged. Don't forget hiring managers – they can add invaluable context around a new hire's reaction to their onboarding.

## Collaborate on a plan

Different managers prefer different onboarding plans for an employee's first few weeks in the job. Many like the 30-60-90 approach, which breaks down key tasks into three month-long chunks.

60%

of companies don't set any goals or milestones for new hires.<sup>10</sup>

But having a *plan* – with clear parameters and regular check-ins – is more important than which plan you choose. New hires want to feel useful as soon as possible, and providing them with a roadmap to contribute right away is powerful proof of their value.

## Recreate tap-on-the-shoulder culture

In the office, new hires can learn new things and check their knowledge by having a quick conversation with someone sitting nearby. This doesn't exist in the same way online. The danger is that every interaction becomes very formal – an employee might not want to book a video chat to ask a very quick question.

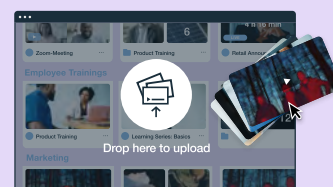
Think about how that informal environment can be recreated online. A buddy system can help, as can a [video library](#) of FAQs where people can find what they're looking for without feeling like they're disturbing someone else.

## Update without the headache

Vimeo makes it easy to securely swap or update your training content — no matter how many places your videos live.

[Learn more about Video Library](#) →

vimeo



<sup>8</sup> Aberdeen

<sup>9</sup> Sapling

<sup>10</sup> Fast Company

# Over to you

By embracing the power of video, HR teams like yours can create onboarding experiences which genuinely engage their employees and communicate a deeper idea of what your company stands for.

Our best-in-class tools are so intuitive that you can master them in minutes, whether you're a complete video novice or looking to expand your existing video comms strategy.



## Vimeo Enterprise gives your team:



Complete peace of mind around security with SSO access and granular user-by-user privacy settings.



A dynamic video library that allows for seamless updates of your content, without changing your video's embed link.



A clear and simple video library interface which allows you to easily group and organise content.



Superior tracking and analytics to see how well your content resonated with employees.



Ability to pre-record training sessions with high quality screen sharing which is much more effective than trying to walk people through on-screen processes over Zoom.

## It's time to build a better onboarding system

[Request a consultation with a Vimeo representative now.](#)

Video Library is included as a part of Vimeo Enterprise. You can [learn more here.](#)

About Vimeo: Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organisation 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.](http://www.vimeo.com)

**vimeo**