

# DIGITAL LEARNING

Building a yoga community in a digital space.

By Sally Parkes

When the teaching of yoga began transitioning from in-person events to online platforms, many practitioners and teachers initially approached the change with scepticism. There was a shared expectation this would be a temporary adjustment and that traditional, face-to-face practice would soon resume.

However, since that digitally bumpy beginning, the landscape has evolved significantly. High-quality online yoga classes, workshops and trainings are now widely accessible, offering meaningful benefits for both students and teachers. This shift reflects a broader change in how people can learn, with research showing a large proportion of learners now regularly engage with digital education and many reporting that online learning is not only convenient but also more effective for their individual needs. In fact, eLearning Industry (cited in Upskillwise, 2026) noted that online learning can increase retention rates by 25–60%, largely because students can revisit sessions and absorb material at their own pace.

One of the most reported advantages of online learning, however, is convenience. The ability to practice from home removes barriers such as travel time and scheduling conflicts, often leading to greater consistency. Increased consistency naturally supports progress, which in turn, enhances overall wellbeing.

For yoga teachers and teacher trainers, this translates into better client retention and a more sustainable business model, as students who see progress are more likely to stay engaged over time.

Cost-effectiveness is another advantage. Teaching from home or a low-cost space reduces overheads, allowing for more flexible pricing. This can make yoga more affordable and therefore accessible to a wider audience.

Online platforms can also foster strong, meaningful communities, especially for those without the means to travel. Students can deepen their engagement by connecting through social media groups or messaging



platforms, fostering ongoing dialogue and support.

Regular live sessions via online platforms can further enhance this sense of connection. These opportunities for interaction help students feel seen, supported and valued, an essential component of any learning environment, whether physical or virtual.

Interestingly, these connections frequently extend beyond the digital space. Students who meet through online courses may go on to attend each other's classes or participate in in-person retreats. In this way, online teaching can act as a powerful gateway to real-world relationships and collaborations that might not otherwise occur.

## GETTING STARTED

Launching an online yoga offering begins with understanding your audience. Engage with your community to identify their preferences, including class styles, timings and specific areas of interest.

Align these insights with your own strengths. For example, if your audience is predominantly female and you excel at holding space, you may choose to offer women's circles. Alternatively, if you have a strong foundation in anatomy, workshops focused on spinal health or hip mobility may resonate more effectively.

Once you have defined your offering, promote it consistently across multiple channels. A combination of social media, email newsletters and word of mouth is typically the most effective approach.

## FINAL THOUGHTS

The move towards online yoga has created significant opportunities for both teachers and students. While it may initially require stepping beyond your comfort zone, the potential to reach a broader audience, offer greater flexibility and build meaningful connections is substantial.

With strong evidence supporting its effectiveness, increasing learner preference, and the ability to create sustainable business models, online teaching is no longer simply an alternative, it is an integral part of the modern yoga landscape.

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Sally Parkes MSc; one of Om Yoga Magazine's '10 Great Online Teachers' and author of 'The Manual of Yoga Anatomy'.



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