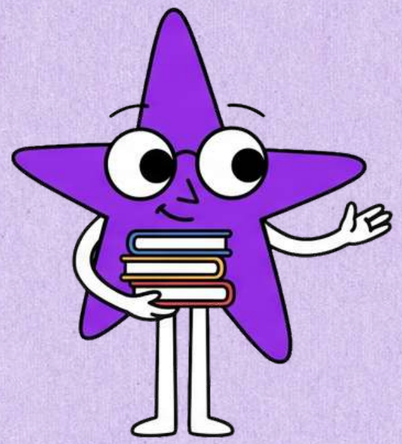
udemy

Help learners find their next skill.



the social skill-up

Social tips to turn your expertise into content that helps new learners discover your Udemy course.

November Issue ‘26

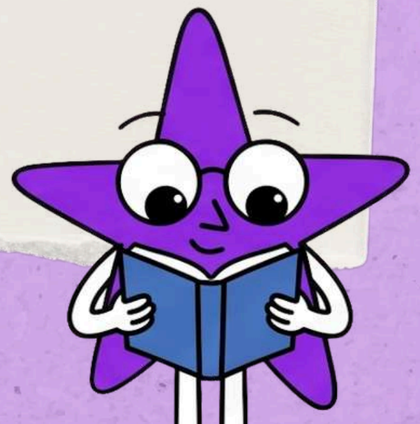
platform updates

YouTube

YouTube Is Testing AI Answers In Search.

Some searches may now show an AI-generated overview, including answers to how-to and skill-based questions.

What You Can Do: Turn a question your learners ask into a focused video. Name the question clearly in the title and demonstrate the answer. The feature is being tested with select users; inclusion isn't guaranteed.



LinkedIn

Collaborative Posts Can Help Expand Reach.

The feature lets people and Pages co-author a post, giving it an opportunity to reach their combined networks.
What You Can Do: Partner with an instructor or expert whose subject complements yours. Answer one shared learner question, with each person contributing a practical tip.
If the feature isn't available yet, start by choosing a partner and planning the post.

LinkedIn Adds Pinned Comments.

You can now pin helpful comments beneath your posts.
What You Can Do: Highlight a useful learner question and answer, or pin a comment linking to the course related to your post. Explain what the course teaches so readers know why to explore it.

What's timely

Turn November's timely moments into content that helps learners choose their next skill - and explore your courses.

KEY OPPORTUNITIES:

Year-End Learning: Create A Skill Roadmap:
"What to learn now to help you [goal] next year."
Choose 3 skills/milestones within your subject + put them in a useful learning order. Explain how they support the goal, share a first step, and connect the roadmap to your relevant Udemy course.

Singles' Day - November 11: Offer A Personal Challenge.
"One skill, one small win - just for you."
Create a short challenge learners can complete using a concept from your course. Give clear instructions + explain what success looks like. Then show how your course helps them build on that progress. Use this moment if it fits your audience.

Black Friday / Cyber Monday Season: Create A Learning Guide (A Gift Guide For Yourself)."'Tis The Season To Gift Yourself A New Skill."
Feature relevant courses/different learning paths within 1 course, organized around learner goals or interests. For each, explain who it's for + what it can help them learn to do, so learners can choose where to invest their time.



REMEMBER:

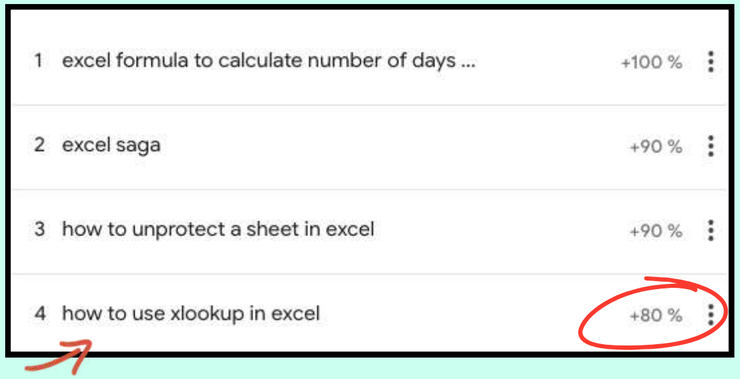
1. **Offer** something useful first in your post
2. **Connect** it to a relevant course
3. **Drive** learners to the course with a link

Get discovered

1. Use Searchable Topics:

Search Your Course Keywords On YouTube, TikTok, Google, or Google Trends. Use autocomplete and rising searches to turn broad topics into learner-friendly posts.

For example, type “Excel” in Google Trends:



Instead of a broad topic like “Excel,” answer a specific question: “How to use XLOOKUP in Excel.”

Put Your Search Phrase To Work:
Use that phrase naturally in your content - see #2 and #3 for where and how.

2. Place Keywords Intentionally:

- **YouTube:** Include your main phrase naturally in the video title and description. Clearly explain the topic in the video itself.
- **LinkedIn / Facebook/X:** Name the topic in the written caption accompanying your post, ideally near the beginning.
- **Instagram / TikTok:** Name the topic in the written post caption. Reinforce it with a short heading displayed on the video and, if speaking, in your introduction.
- **Reddit:** Use a clear post title naming the question or problem. Add relevant detail in the post body, following the community’s rules.

Reminder: Post captions accompany your post; closed captions show spoken words. Keep both accurate and natural, and answer the question your post promises.

3. See It In Action:

- **Search Phrase:** “How to use XLOOKUP in Excel”.
- **YouTube Title:** “How to Use XLOOKUP in Excel: A Beginner’s Guide”.
- **YouTube Description:** “Learn how to use XLOOKUP in Excel to find matching data, with a step-by-step example.”
- **Social Post Caption:** “New to XLOOKUP in Excel? Follow this example to find matching data in your spreadsheet.”
- **Make It Yours:** Swap Excel for your subject and XLOOKUP for a skill you teach. Use your search phrase from step 1 naturally, and deliver what your title promises.

course traffic

Want more learners to explore your course?
Here are a few tips to help send them your way.

CLICK HERE TO SEE AN EXAMPLE



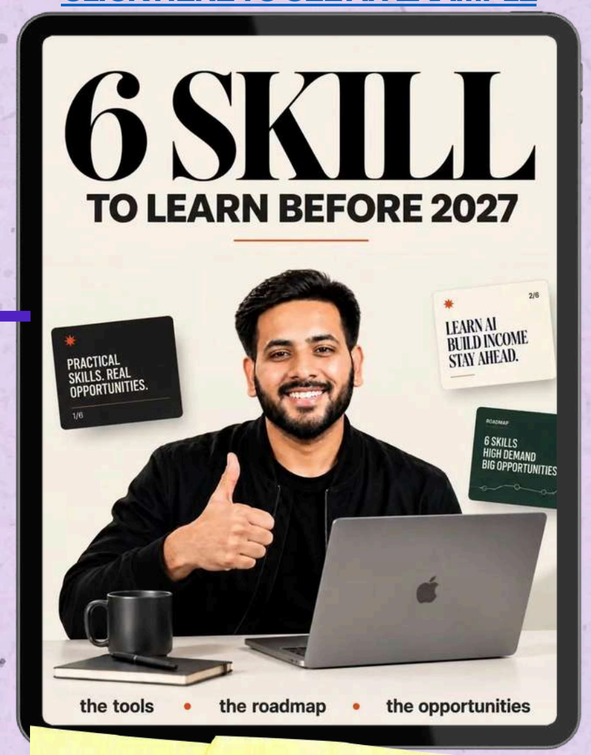
Bonus tip: Add your course link to LinkedIn's Contact info → Website so people visiting your profile can find it, too.

follow this!!

Give them a reason to click

1. **Show A Better Way:** Explain a common mistake in your subject, why it matters, and how to fix it.
2. **Help Learners Get Started:** Highlight one or two course skills, how they're useful, and one step learners can try today.
3. **Connect To Your Course:** Explain what learners can do next: "Want to [learner benefit]? Explore my [course topic] course for step-by-step guidance: [course link]."
4. **Make The Link Easy To Find:**
   - **LinkedIn / Facebook Feed:** Include it directly in your post.
   - **YouTube Long-Form:** Place it near the top of the description and mention it in the video.*
   - **YouTube Shorts:** Add it to your channel's profile links. Say: "Find my course link on my channel profile."
   - **Reddit:** Answer helpfully first. Link only where promotion is allowed + disclose that you teach the course.

CLICK HERE TO SEE AN EXAMPLE



Before posting: Open your link to check that it takes learners to the right course.

PROTIP:

Clickable external links in long-form YouTube descriptions require **advanced-feature access**.

URLs in Shorts descriptions and comments **aren't clickable**.

Find Learner Pain Points

Use this prompt to uncover what your learners are struggling with, then turn those challenges into useful social content.

HOW TO USE:

Turn A November Idea Into A Post:

- Choose an idea from “What’s Timely” (slide 3)
- Fill in the brackets below, and paste the prompt below into your AI tool of choice. Specific details make for a stronger outcome.

ai prompt

Before Publishing: Check Accuracy, Add Your Voice, And Test The Course Link.

“Act as a social content coach for a Udemy instructor. Help me create one educational post that gives learners useful advice and a relevant reason to explore my course.

- November Idea: [chosen idea]
- Course Topic: [subject]
- Target Learner: [audience and experience level]
- Learner Goal/Problem they’re experiencing: [what they want to do/fix]
- Teaching Notes: [one practical tip, example, or exercise]
- Related Course Skills: [what my course teaches next]
- Platform and Format: [where and how I’ll post]
- Course Link/Location: [URL or where to find it to help drive traffic]

Write A First Draft I Can Review And Personalize, Including:

- An opening that connects the November idea to my learner’s goal.
- A useful lesson based on my teaching notes.
- A natural course connection explaining what learners can practice next.
- One clear invitation naming the benefit of exploring my course and where to find it.

Use relevant search language naturally. Keep the writing concise, conversational, and appropriate for my platform. Prioritize teaching over promotion.

If essential information is missing, ask me before drafting. Don’t invent advice, course details, testimonials, discounts, or guaranteed outcomes.”

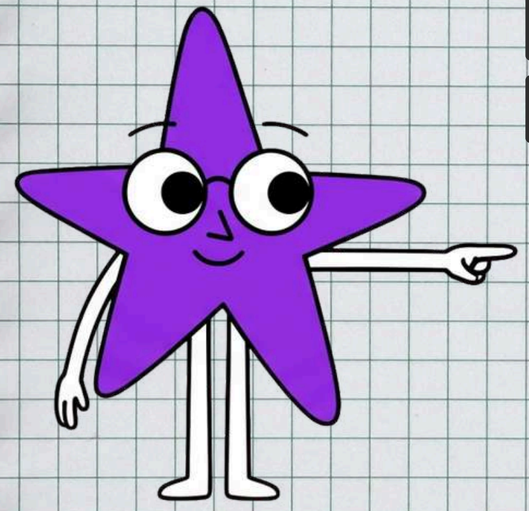
sHare WitH us

Show Us What You're Teaching!

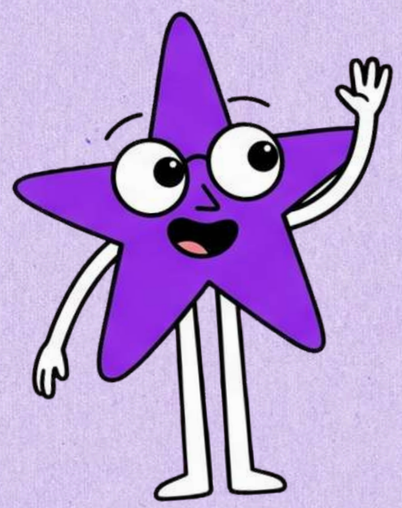
Sharing a tip, lesson, or example? Tag **@Udemy** and use **#iteachwithudemy** to make it easier for our team to find and engage with your content.

We may also consider relevant posts for future instructor social spotlights. While engagement and features aren't guaranteed, we'd love to see your expertise in action!

@udemy
#iteachwithudemy







see you soon!

Tell us what you think! Share your feedback to help shape future guides. Take the survey → **HERE**