



**Good Practice 7:  
Digital Storytelling  
for a Monastic Product:  
Saint Augustin and Serafeim  
of Sarov Monastery / Greece**

SKIVRE Training Scheme



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## Good Practice 7

### Saint Augustin and Serafeim of Sarov Monastery



### Description

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Saint Augustin and Serafeim of Sarov monastery in Greece, founded in 1984 and located close to Nafpaktos and Patras cities, is one of the few monasteries which already offers directly an e-shop for selling their products without any reseller and operates social networking accounts about their products. The monks are producing a variety of monastic products such as food, drinks, artefacts e.t.c. The products can be bought in three stores, one located at the monastery and two in Athens, as well as online by visiting the monastery's e-shop.

The monastery has an active online presence since there are:

- the website of the monastery (<http://www.freemonks.gr/>), which includes information about the monastery and articles
- the e-shop (<https://www.monastiriakokelari.gr/>) with information about the monastery, the products, and articles about the products and recipies.
- social media accounts.

Regarding social media, the monastery operates one Facebook account (<https://www.facebook.com/monastiriakokelari.gr/>, 1600+ followers), and one twitter account (<https://twitter.com/kelarimonis>). Pictures of monastic products, videos and articles are published regularly on the social network accounts, the website and the e-shop.

Also, Friends of the monastery are operating a blog for the monastery (<http://paparokades.blogspot.com/>) which supports the distribution of the respective information to a large community of people interested in the monastery.

The content is available only in Greek.

#### ■ Why is this a good practice for monastic products?

This is a rather well- developed good practice though it is only available in the Greek language. The different and well-thoughtout uses of social media and their active use is very inspiring for

monasteries that are considering operating on Facebook, with Twitter accounts for promoting their monastic products, a blog for presenting their activities and an e-shop for selling online monastic products.

## Pictures



Picture 1: Homepage of the e-shop



**Νηστίσιμος Τραχανάς με λαχανικά και ντομάτα - Νόστιμες νηστίσιμες συνταγές από το 'Μοναστηριακό Κελάρι'.**

Αυτήν την εβδομάδα το "Μοναστηριακό Κελάρι" σας προσφέρει μια νόστιμη νηστίσιμη συνταγή [νηστίσιμο τραχανά](#) με λαχανικά και ντομάτα.

Ενα εύκολο και σύντομο φαγητό για την περίοδο της νηστείας.

Υλικά που χρειάζεστε για 5-6 μερίδες:

- 5 φλυτζανάκια του καφέ [τραχανάς](#)
- 1 κρεμμύδι ξερό φιλοκομμένο
- 2 κούπες του τσαγιού φρέσκα ντομάτα
- 1 κουταλάκι του γλυκού [μείγμα λαχανικών](#)
- 1 1/2 κουταλιά της σούπας βούτυρο νηστίσιμο
- Αλάτι πιπέρι

Διαδικασία μαγειρέματος:

Βάζουμε το βούτυρο στην κατσαρόλα και σωτάρουμε το κρεμμύδι σε χαμηλή φωτιά για 2' με 3'.

Προσθέτουμε την ντομάτα και τη σωτάρουμε μαζί με το κρεμμύδι άλλα 2'.

Ρίχνουμε τον κύβο λαχανικών, το αλατοπίπερο και 10 κούπες νερό.

Picture 2: Article with recipe from the e-shop site



Picture 3: Facebook account



Picture 4: Twitter account

© all screenshots from monastery's e-shop, Facebook and Twitter account.



## Source/link

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This good practice available under the following link:

<https://www.facebook.com/monastiriakokelari.gr/>

<https://twitter.com/kelarimonis>

<https://www.monastiriakokelari.gr>

## Country

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Greece

## Topic

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SKIVRE Training Scheme	
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<https://www.skivre.eu/>