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

SKIVRE Training Scheme

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Saint Augustin and Serafeim of Sarov Monastery

Description

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

![Homepage of the e-shop](image1.png)

**Picture 1: Homepage of the e-shop**

![Article with recipe from the e-shop site](image2.png)

**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.
This good practice available under the following link:

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

https://twitter.com/kelarimonis

https://www.monastiriakokelari.gr

Country

Greece

Topic

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https://www.skivre.eu/