SKIVRE

Author:

Karin Drda-Kühn

Institution:

media k GmbH, Germany

SKIVRE Training Module 6:

SOCIAL MEDIA AND COMMUNICATION

Exercises

Declaration on copyright:

Check your Knowledge

Exercises

Exercise 6.1. - Market research of monastic products

Answer the questions

Search the Internet for your country to find out whether and how monastic products are offered. What types of suppliers are there? Make a note of them and sort them accord-ing to the type of offer:

Supplier	Internet address	Type (portal, monastery as retailer, retailer)

Which of the researched providers use which social media? Copy the left column from your list above and insert the social media in a new column:

Provider	Which social media are used? (Face-book, Twitter, Blog, YouTube, etc)

Now create a top 5 list which of the identified social media are most frequently used:

	Social medium in the frequency of use (Facebook, Twitter, Blog, YouTube, etc)
1 (most frequent)	
2	
3	
4	
5 (little)	

Now evaluate the appearances in the social media: Which ones appeal to you?

Provider	Which social media are used? (Facebook, Twitter, Blog, YouTube, etc)	Does this medium appeal to you and why?

Exercise 6.2. - Ask your visitors

Have you ever thought about asking your visitors,

- what they expect from your monastery shop / your products,
- what kind of products they expect,
- which would encourage them to buy,
- what they would take with them as a souvenir or consume immediately,
- which additional services they would like to have
- etc. ?

Develop a small visitor survey, no longer than a page that you ask visitors to fill in. Of course, you can also have "professionals" develop and evaluate such a survey, suitable institutions will name you e.g. your local tourism agencies. You should decide in favour of a professional survey including evaluation above all if you want to get more involved in the sale of monastic products in the long term.

Develop questions for it, if possible in a team. You should consider the follow-ing topics:

- How did your visitors become aware of your monastery / your monastery shop in the first place?
- Did the social media play a role in this, and if so, which ones?
- Did they inform themselves in advance or during their journey about the monastery / monastery shop?
- Did they come as an individual visitor/couple/family/group?
- Age and gender of your visitors?
- How did your visitors come to you?
- Where did they come from?
- Was the signposting to your shop satisfactory?
- How long did they stay in the monastery / monastery shop?
- Which products did they particularly appeal to?
- Which products would they like to buy?
- Did they use their smartphone and social media during their visit? If so, which ones?
- Did they use Wi-Fi during the stay?
- Were they satisfied with the Wi-Fi offered?

- How satisfied are your visitors overall with their visit to the monastery?
- Would the visitors like to stay in touch with your monastery/shop in the future? (e.g. by providing the e-mail address)?

You will experience: From the answers you can derive a lot of useful information to improve the use of social media and your offer. It is at least as important, however, that all persons working in the monastery shop memorise or note down comments from visitors and that the team regularly evaluates these. A notebook under the counter is quickly at hand!

Exercise 6.3. - Check the requirements for social media use

Check in this exercise if the necessary requirements for the use of social media are already available at your monastery. Is this approach suitable for your monastery and sales?

Kind of	Available	Not available
Technical requirements		
Is there access to landline internet network?		
Is there access to WI-FI in selected areas of the monastery?		
Is there access to WI-FI in all areas of the monastery?		
Is the bit rate similar or more than 50000?		
Are there interpretive facilities at the monastery (including bilingual or multilingual information, audio guides, etc.)?		
Does the monastery provide energy supply?		
Welcoming infrastructure		
Is there a place where visitors can rest without having to consume anything?		
Are there basic catering and refreshment facilities in the monastery or close by?		
Is there further tourism infrastructure such as restaurants or accommodation in the nearby or not too distant vicinity?		
Does the monastery offer accommodation?		
Inspiration for social media activities		
Does the monastery offer		
… guided tours?		
… a cultural programme (exhibitions, concerts…)?		
… workshops (creative activities, body & soul activities)?		
… a monastery shop?		
…own monastic products?		
…products of other monasteries?		
… a garden?		
… any other attractive offers?		
Requirements for sharing experiences by social media		
Does the monastery have		
…a website?		
…a blog?		
…a Facebook account?		
…a Twitter account?		
…a Youtube channel?		
…a hashtag?		
…an app?		
Does the monastery signpost their social media channels in a public space (at the entrance, the monastery shop, at a meeting point)?		

A majority should be available in order to facilitate social media use.

Exercise 6.4. - Decision making for social media tools

In Exercise 1 you have already dealt with many different social media instruments. You have researched the most frequently used ones and evaluated these appearances. Now take the next step and find out which instruments are best for you - whether you are just starting with social media or are already working with them. If you do this exercise as a self-learning course, try to carry out the assessment together with colleagues.

First, define the factors that are important to you and prioritize them:

Most important - important - less important	Factors (monastery product originates from your monastery, ... should clearly emphasize its Christian origin, ...should have a spiritual value, ... should be used daily, ...should have a high memory value, ... should bring joy, ... should be long-lasting, ... should inspire the user, ... should convey the values of your monastery, ...should have a social function ...)

Exercise 6.4. - Decision making for social media tools

Please list here the social media that that appeal to you in particular. Evaluate them now according to whether they appear suitable for your monastic products in the above-mentioned prioritisation.

Social Media |(Facebook, Twitter, Blog, YouTube etc)	Your monastic product	Suitable / not suitable?	Why suitable / why not suitable?

You have now made a selection that is suitable for your monastery products. Or you have used this exercise to check whether a social medium that you are already using is actually the "right" one for your monastic products. Off you go: Now create the corresponding accounts in the selected social media or make a decision which of these media you will use in the future!

Identify your most important Social Media content (images, short announcements, events or videos) over the course of the next three to six months. Be specific about who presents what, and when, to whom (always keep in mind the audience you are addressing, i.e. internal marketing / relationship management with your partners and their social media profiles, as well as external marketing, i.e. communication with your followers and fans = potential customers and visitors).

Exercise 6.5. - Creating the right messages

This exercise is about finding the right messages for your monastic products. If you keep in mind all the results of the previous exercises, you should succeed with the recommendations in chapter 2.4.

First, choose a monastic product and consider answers to the following questions:

Your monastic product: _____

Who is the target audience for this product?	
What is important for this target group with regard to the product mentioned above?	
Why is it important for this target audience?	
Now formulate several short posts in which you take up the contents mentioned above.	
If you now want to stimulate a discussion about these posts, how would you formulate it? As a question, as a request?	
Do you have any pictures, videos, links to other information about the posts formulated above?	
There are tools for checking social media messages: via providers such as https://co-schedule.com/social-message-optimizer you can "optimize" your messages - it is worth a try.	What is the outcome of the check?

Exercise 6.6. - Blogging for promotion

Find out if a blog might be a good tool for your monastic product. We therefore ask you to make some desk research in the internet what kind of blogs from people in monasteries (monks, nuns, staff) are already available – and there are many-many which might inspire you!

Take some time and read the blogs. Try to find a blog about monastic products as well – there are a few, maybe also in your country.

Why do you find a blog interesting – inspiring – motivating?

Blog name	Internet address	Why do you like / why don't you like it?

What makes the difference of a blog post to an internet page?

Now draft a list from your experiences: How should a good blog look like in order to gain interest, inspire, motivate?

1. XXX
2. XXX
3. XXX
4. XXX
5. …

You should now be able to decide whether a blog is the right tool for communicating your monastic products. If so, take the next step:

Estimate the amount of work required to formulate a blog, including the illustrations. Please assume that you should create your blog articles monthly or bimonthly.

Is there a person in your team who can / wants to achieve this? If so, please encourage him/her to do so!

Exercise 6.7. - Create your social media calendar

Create your own schedule in order to structure and schedule your activities.

Now that you have identified the best social media instruments for your monastic products in Exercise 4 and have created the respective accounts, keep going and create your own schedule in order to structure and schedule your activities.

Find out which are the most important events which offer good opportunities for communication: most probably the Christian holidays and events of your monastery. In your timetable, consider also the activities of your most important partners, local and regional events, the seasons - in short, everything from which a reference to your monastery and your monastic products can be made.

Now list them in chronological order:

Date?	Event?	Activity / post on which social media channel?

This schedule will help you plan your social media activities and will ensure that you are present and noticed.

Exercise 6.8. - Influencers and their influence

Identify those people who could act as influencers for your monastic products.

Think about: Are there any persons in your vicinity that could act as influencers for you monastic product? Regular customers? Journalists, who have published several times about your monastery and your products? Planners, politicians, regular visitors? What could they do for your product?

Person	What could you ask him/her to do for your monastic products?

Spend some time online researching the most important travel influencers (YouTube, Facebook, blogs, etc.) for religious, cultural or touristic topics. Who can you address, or turn to, for ideas of cooperation?

What other networks are available? Initiatives for tourism, regional development, citizens' initiatives? Is there a common interest? How could you connect?

Initiative	Common interest?	How could you connect?

Exercise 6.9. - Checklist social media marketing

Check if and how you are prepared for social media marketing.

With this checklist you can see if and how you are prepared for social media marketing. Make sure here again what is important to you for your monastic products, as you have already defined it in **SKIVRE** Modules 1 and 2 (e.g. high quality of recipes, taking into account the state of research, sustainability, longevity, attractive packaging, plastic-free packaging, etc.):

_____

_____

_____

_____

	Yes	No	If no, how will you improve it?
Now take a critical look at your posts of the last weeks: Do they reflect the above-mentioned characteristics of your monastic products?			
If several people work in your social media, have you already agreed on rules in the team (who does what, how often, which topics, type of content...)?			
Are you satisfied with the number of fans/followers you reach with individual posts?			
Do you have good picture and video material or can you produce it according to your needs?			
Do you already select your information specifically for the various social media channels?			
Do you respond to comments in your social media within a day?			

If you have answered all or almost all of them with" yes" – congratulations!

If not, check how you can improve!

Exercise 6.10. - Success measurement for your activities in social media

The various instruments for measuring success provide you with data and figures – now you have to assess them yourself.

Please summarize the measurement results and evaluate them. Here are a few questions to help you:

Do you find parallels in the evaluation? (E.g. Are some topics better accepted than others? Which ones?)

Do you see differences e.g. in text, text-image, text-video posts?

Which posts were shared?

Were there posts that resulted in particularly many new "fans & followers"?

Medium	Evaluation
e.g. Facebook	
e.g. Instagram	

Having evaluated your activities, can you draw conclusions? Which ones?