



**SKIVRE Training Module 6:**

**SOCIAL MEDIA AND  
COMMUNICATION**

How social media marketing  
can contribute to monastic  
products' sales

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This training module is a part of SKIVRE training scheme containing 10 learning modules in total, which has been developed within the Erasmus+ Strategic Partnership **SKIVRE - Skills Development for the Valorisation of European Religious Heritage**.

In SKIVRE a team of 6 European institutions – all linked to religious heritage preservation - developed a training scheme for manufacturing and marketing of high-quality handcrafted products of European monasteries. The training contents at a glance:

<b>SKIVRE Training Scheme</b>
Module 1: Introduction Module
Module 2: Marketing Strategies
Module 3: Monastic Products
Module 4: How to Sell Monastic Products Authentically
Module 5: Distribution Channels
<b>Module 6: Social Media and Communication</b>
Module 7: Value Adding Through Networks
Module 8: Creating a Strong Brand
Module 9: Financing Strategies
Module 10: Aspects of Sustainability

You can find more information at the homepage: [www.skivre.eu](http://www.skivre.eu)

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## About the module

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### Training description

Social media has become an integral part of many people's everyday lives - in their professional lives as well as their leisure time. Of course, this will also have serious effects on the development and marketing of monastic products. The informational behaviour of many people is concentrated on the Internet and on social media, especially when it comes to information about products and services. With the support of social media, how can you reach people who are interested in monastic products, and who are willing to buy them? This training module is also dealing with background and production conditions of social media.

### Objectives of this training module

In this module you will gain an insight into:

- The functional conditions of the market with monastic products;
- The most important instruments of social media, which are suitable in the communication of monastic products;
- The functioning of social media and the "does & don'ts" associated with it;
- Digital "story telling" and marketing support through social media;
- Successful communication with (future) buyers of monastic products;
- Opportunities for co-operation with partners and opinion makers ("influencers") in social media.

This module is primarily concerned with how you can use social media in a meaningful, time-efficient and product-oriented way. But it is also about finding out what is special and unique about your monastic products and your monastery. You will thus become the ambassador for your monastery, the monastery shop, and also the rich religious heritage of Christianity. The exercises not only serve to deepen the training content, but are also intended to make it easier for you to weigh up which social media instruments you will (increasingly) work with in the future. Have the courage to try it out and learn from those who already do it successfully!

### Target groups

This training module is designed to fit the training needs of the monks and nuns, management, staff and volunteers at European monasteries, no matter if they are run by Catholic or Protestant Orders or the Orthodox Church; by public or private operators.

All modules are relevant for these groups of people, but some have a more specific character. They are all interconnected, even if they are not formally complementary. They differ in terms of information and competence level and address three groups:

- **Target group 1:** For people working on the implementation level like those in monastery shops three modules are recommended: Module 1 as introduction to the training, Modules 3 and 4 about monastic products and authentic selling of monastic products. People who want to start considering certain strategic aspects may be inspired by Module 7 on adding value through networking.
- **Target group 2:** For people with a special knowledge or experiences or a certain background and/or specified tasks in the monastic management, Modules 2 on marketing strategies, Module 5 on distribution strategies, Module 8 on creating a strong brand, and Module 6 on social media and communication offer learning content and reflection.
- **Target group 3:** People on a strategy decision level with a highly specialized / experienced background and respective responsibilities in a monastery (Modules 9 on financing strategies and Module 10 on sustainability aspects).

## Gained knowledge and skills after finishing this module

After studying this module, you will:

- Understand how social media functions;
- Be aware of the high relevance of methods like story telling and digital marketing;
- Know how to approach your target groups via social media;
- Be aware of the importance of creating communities;
- Understand the various types of social media and respective instruments and how to choose the right ones for your monastic products;
- Have learned about successful communication with your customers and other monasteries and how to keep in touch with them;
- Be informed about opportunities of co-operation with influencers.

## Training method

**SKIVRE** focuses on an interactive training approach, whether you use it as a self-learning course or instructed by a trainer. This training module includes:



- Individualized self-learning - a powerful learning method that enables each learner, on the basis of his/her own experience and knowledge, and on the basis of newly acquired knowledge, to reach development decisions on his/her own;
- Self-assessment - ongoing self-assessment tests or homework that learners send to their trainer prior to the commencement of each subsequent module;
- You might also work in small groups of 2 or 3, e.g. if you decide to implement this module with colleagues as a self-learning group in your monastery or supported by an external trainer.

You gain knowledge individually or in a group using:

- Training materials like this module;
- Training materials in nine more SKIVRE training modules which are closely linked to this module;
- The interactive SKIVRE online training platform: [www.skivre.eu/training](http://www.skivre.eu/training);
- Facilitated training sessions for learning in a group with a professional trainer.

## How to use this training

The learning units, recommendations, exercises and good practice examples, used in the following chapters are by no means exhaustive, nor do they claim to be the only suggestion for successful communication and social media marketing. You will find numerous guidelines that have already been developed on the topic of social media (see “References”). However, this is to the authors’ knowledge the very first training set linked to monastic products. Therefore, please feel strongly encouraged:

- to look for additional information in your country, destination or language you work in,
- to get in touch with relevant networks such as the European network Future for Religious Heritage, the German-Polish Klosterland network or the Austrian Klösterreich network, all active in social media and linked to SKIVRE either in the partnership or by National Advisors (see “Acknowledgements” and [www.skivre.eu](http://www.skivre.eu))
- start creating your own communication and co-operation network (see training Module 7 on “Added Value Through Networks”).

The **SKIVRE** team has compiled this training module having in mind the following learner profile:

- Experience with social media: You have already had some basic level experience with social media management, i.e. know how to use a Facebook page, are willing to follow the steps to guide yourself through setting up a blog and / or have already set up a blog, have or use an Instagram account, work with a YouTube channel, etc.
- 'Business profile': Your monastery already has some products that you would like to develop further and sell. Or you have started thinking what other kind of products could complement your existing range of products.
- Qualification needs: You are keen to improve your skills, to network with other monasteries in your area and beyond, as well as with other (business) partners, and ultimately, your guests and customers, no matter if they are believers or visitors.
- Willingness to share and use platforms for exchange: You are interested in exchanging and sharing your own knowledge and experiences with others.
- Know where to look for technical support: You know where to look for technical "How-To" advice on setting up a Facebook page, a WordPress blog, or any other social media channel for better communicating online. In case you are looking for this kind of support, please refer to the self-guided manuals that exist in each of the channels you wish to use. Besides, very likely, these services are already available to follow in a step-by-step guide in your individual language, easy and simple to follow and use.

**SKIVRE** helps and provides you with inspiring good practices, up to date developments in digital marketing, hands-on advice and hints to follow on managing successful influencer relations. After all, you won't have to do it "all on your own", but instead you learn how to work with those who are already speaking up, and communicating on your behalf, i.e. turning your "fans & followers" into your guests and visitors, and vice versa.



# Training content



## Unit 1. Social media - chances and challenges for monastic products

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*Before we devote ourselves to social media in detail, we will look at the peculiarities of the market for monastic products and what the advantages can be of using social media in market access. We will also take a look at the spiritual tourism market, where monastic products play an important role. We are also looking at the conditions that must be met in order to be able to use social media at all.*

### 1.1. Understanding the market from social media point of view

So what does the market for monastic products look like? Even though we do not have any data to provide us with information on the market for monastic products, we still have experience that can serve as reliable indicators. In order to understand the market, we have therefore conducted an interview with a supplier of monastic products who has been in the market since 2000 with its own catalogue "Gutes aus Klöstern" ("Good things from Monasteries"), the German company Manufactum. Martin Erdmann is the initiator and responsible for over 300 products from 65 European monasteries. His most important statements are:

- It is a specialist niche market; overall, it is very diverse, but also limited to certain product categories such as jams, sweets, drinks, body care products, handicrafts.
- It is difficult for the trade to exert influence on products, as monasteries are seldom willing to make concessions when it comes to recipes or packaging. A partly "outdated" impression plays less of a role in the local shopping experience than in distribution outside the monastery itself.
- A monastic product must be of high quality, useful and sustainable. It must function independently of the monastery and at the same time be an ambassador for monastic culture. It must differ from secular, often cheaper products.
- A product that is not manufactured in a monastery, but only bears a label that serves a variety of marketing purposes, is not a monastic product.
- It is difficult to create a precise customer profile, but one can assume that they are people who value good, solid, reliable things that they trust. They are aware of the monastic context, even if they do not buy because of their Christian consciousness.
- Social media offers the chance to reach people outside the specific Christian clientele. However, showmanship has to be avoided.

What other indicators can we use? Data on cultural tourism and faith-based tourism can help: E.g. Bulgaria with its many monasteries (even with the status of UNESCO World Heritage)

can count one out of ten visitors as cultural tourists, an indicator for tourist relevance and substantial economic growth of the cultural tourism sector but also for the relevance of religious heritage sites in the country's tourism strategy.<sup>1</sup>

The following chapters will show you (new) ways in which monasteries and other actors (like tourist destination management organizations (DMOs) and influencers (bloggers, YouTubers, social media experts with a large following online) can work together. They are also a practical "How to" guide for applying and maximizing the worth of social media marketing for your own monastery.

Take a look in our good practice library:

*Good Practice 4: "[Manufactum – Good Things from Monasteries](#)"*

*The German retailer of monastic products offers a broad range of products and knows the niche market. Check our good practice and [read an interview in the SKIVRE blog](#).*

## 1.2. Growing market for monastic products

Monasteries active in production have noticed a growing interest in their products. Monastery products are linked to purity, quality, honesty, handcrafts and centuries-old traditions. Monastery shops evolve(d) from this new interest from pilgrims, tourists and citizens, not only those located in monasteries but also as shopping platforms and co-operatives selling products for several monasteries or different orders. They emerged over these last years and the retail market got interested in monastic products as a new business field. Monastic products are using lifestyle products for offering customers identification with a world beyond their own environment. However, there are more reasons:

- Food scandals, impurities or possible toxic substances in imported goods make many people doubt quality standards and norms that are obviously unable to prevent such market failures.
- Monastic products are associated with positive values that are important to many people or are becoming increasingly important: slow and careful production, well-thought-out, well-tried recipes, uniqueness beyond the mainstream and beyond primarily profit-oriented production.
- Pilgrimages have been experiencing a boom for some years now. The search for spirituality and meaning in life are not always, but often the trigger. After a pilgrimage, monastic products establish a reference to monastic places and experiences.
- Monasteries as retreats and places of self-discovery have become popular destinations.

### Exercise 1: Market Research

*Have you ever tried to understand what the market for your monastic products actually looks like and how they are presented on the Internet and in social media? Exercise 1 deals with this and will encourage you to take a look at the market and assess it.*

## 1.3. Monastic products and their links to faith-based tourism



*Monastery shop at Bronnbach monastery, Germany ©Europetour*

Faith-based / religious (heritage) tourism is one of the continuously developing market segments of cultural tourism, which reflects an astonishing development: On the one hand, we face decreasing knowledge of religious history and heritage in all European societies. On the other hand, faith-based tourism is getting more and more important as a tourism branch with rising visitor numbers. For the last Flash Eurobarometer on “Preferences of Europeans towards tourism”<sup>2</sup> a little over a quarter (26%) of respondents mentioned culture with a clear link to visiting religious sites as a reason for going on holiday.

Faith-based (heritage) tourism is a key contributor to the economy and adds to the attractiveness of cities, villages and regions. However, religious sites are visited as heritage sites as well as religious sites and specifically visitors mainly interested in the heritage site expect to be treated as visitors rather than believers<sup>3</sup>. What does that mean for operators, no matter if church-based, public or private? Which role can monastic products play when it comes to the expectations of visitors?



The reasons for faith-based travels are well known<sup>4</sup>: pilgrimage, “holiday in a monastery “, religious events, “cemetery tourism” as experiences of cultural landscapes. The motifs for visiting religious sites beyond spiritual reasons are also well identified: “must see” sites, an interest in architecture, art and history or finding places of rest and new strength. Therefore, it is extremely interesting as to what people remember most after visiting churches and monasteries during their holidays: impressive architecture, special atmosphere, candles, the indoor light (e.g. from coloured glass windows), organ music, smells and bells and the chilliness of religious spaces.

Exploring awesome architecture, experiencing a magical atmosphere, finding a place of meditation, marvelling at places of strangeness (for those not used any more to religious experiences) and gaining a spiritual benefit during a holiday – these are the most important expectations. People visiting religious sites as tourists rather than believers expect from religious sites what they expect from heritage sites in general, e.g. charging points for their smartphones and reliable Wi-Fi hot spots. Therefore, bridging the gap between visitor expectations and provision of services at religious heritage sites will be a success factor for religious heritage tourism in general and selling monastic products specifically. The basics for a successful relationship between monasteries and their visitors when it comes to social media interactions are rather simple, but crucial:

- **Stay authentic:** define how to sustain the dignity of a site and insist on compliance with rules (quietness, respect); learn more about authenticity in the SKIVRE Module 4 “How to Sell Monastic Products Authentically”
- **Improve visibility:** invest in interactive websites, blogs, activities in social media
- **Co-operate:** with other religious sites / tourism agencies / cultural-tourism networks / cultural routes (locally, regionally, nationally, Europe-wide, internationally)
- **Create products and souvenirs with added value:** enable visitors to take something home of special value; our SKIVRE Module 3 “Monastic Products” will help you to develop the right product for your monastery
- **Encourage visitors to share and contribute:** e.g. with social media activities.

### *Exercise 2: Ask your visitors*

*Our Exercise 2 will help you to find out who your buyers actually are and what they might expect from your monastic products.*

## 1.4. Requirements for visitors in the New Media Age



Coming to you, your visitors will make a journey, either online by gaining information about your monastery and monastic products by the internet or by a real life experience, e.g. as visitors to your monastery.

Let's learn about the real-life journey first: Faith-based, spiritual or religious tourism is tourism based on people travelling individually or in groups for motives of pilgrimage, missionary goals, or leisure purposes. According to the UNWTO United Nations World Tourism Organization, an estimated 300 million pilgrims alone visit the world's most famous religious sites every year<sup>5</sup>.

Many of those travellers are faced with an abundance of social media tools to help them in the planning and management of their journey, such as Camino apps for walking the Way of Saint James, forums and Facebook groups to enable an exchange in many different languages, travel blogs with detailed accounts of the experiences of actual pilgrims, (digital) guide books, etc.

Site managers at religious heritage places face the delicate task of catering to various user groups (from the eagerly anticipated pilgrim to the idle leisure tourist), while at the same time being tied to conditions and interests of Orders, public authorities and private people (who might also be owners of former monasteries).

The following checklist contains the minimum requirements for effective management practices in the context of digitalisation, social media use and faith-based tourism:

- Provision of energy supply and Wi-Fi at religious sites and pilgrims' shelters;
- Access to state-of-the-art information & communication technologies;
- State-of-the-art websites, blogs, apps, social media pages or other ways for visitors to get and stay in touch before, during and after their visit; all conveying the important feeling of connectivity, and representing the required care about the monastery visited;
- Sound interpretive facilities at the monastery (including bilingual or multilingual information, (audio) guides, etc.);
- Basic facilities for catering and refreshments;
- Restaurants or accommodation nearby or not too far away;
- Possibilities to get provisions;
- Access to further information on places worth visiting in the area, tourism services, mobility options.

### *Exercise 3: Requirements*

*Check in this exercise what kind of facilities for the use of social media are already available at your monastery.*

*Tags for Unit 1:*

*Market, spiritual tourism, faith-based tourism, religious tourism, requirements, chances, challenges, monastic products*

*Further Reading:*

<sup>1</sup> *Bulgarisches Wirtschaftsblatt as of April 25, 2017: [www.wirtschaftsblatt-bg.com/index.php?m=19987](http://www.wirtschaftsblatt-bg.com/index.php?m=19987)*

<sup>2</sup> *Flash Eurobarometer 432 / published March 2016 on „Preferences of Europeans towards tourism“ (2015 data). The survey looked at the travel patterns of European citizens in the 28 Member States of the European Union, and in Turkey, the Former Yugoslav Republic of Macedonia, Iceland, Montenegro and Moldova.*

<sup>3</sup> *Karin Drda-Kühn: “Take it or Leave it? Expectations, frustrations and gratifications of visitors at religious heritage sites”, in: MM Nieuws, Dossier „Religious Heritage and Tourism“, 12/2016, <http://www.mmnieuws.nl>*

<sup>4</sup> Data based on a German study (“Religion und Tourismus“ – bundesweite Repräsentativuntersuchung) with 1709 respondents done 2011 by Universität Paderborn, Akademie Brudershilfe - PAX Familienfürsorge and Thomas Morus Akademie, Bensberg.

<sup>5</sup> See publications on the UNWTO First International Congress on Tourism and Pilgrimages 2014 / <https://media.unwto.org/press-release/2014-09-16/first-unwto-international-congress-tourism-and-pilgrimages-explores-link-be> (as of April 16th, 2019)

## Unit 2. What is a social media distribution channel?

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*This unit is a self-study guided learning chapter, involving knowledge gained from the **SKIVRE** partnership and their many years of experience with social media as well as good practices to help you understand the market for monastic products. Special requirements are taken into consideration.*



This unit is structured along the following main areas for learning content:

- The nature of social media: How to communicate with your visitors, followers, fans, networking partners & customers
- Social media management in the context of destination marketing (internal and external)
- Choosing the right social media channels for your audiences
- Product development through storytelling
- Creating editorial calendars: strategy for content
- Working with influencers

Most of the above will include a short exercise, designed to revise and apply the learning content to your specific needs.

### 2.1. The nature of social media: communicating with your visitors and customers

The use of social media is growing constantly and social media has become an important marketing instrument.<sup>6</sup> Be aware that the majority of visitors to your monastery, plan their trip and gather information using social media networks; they collect tips from friends and other virtual contacts.

Social media as a marketing tool can help to save costs, build and strengthen relations and to communicate with your visitors and customers. Currently, most marketing strategies cover measures related to social media. The main advantage is to reach customers in different parts

of the world and receive feedback in real time, employing minimum resources. This also means that your visitors and customers rely on – and trust - information provided by so-called “influencers”, in order to show the authentic side of the destination visited.

The mobile industry is widely providing solutions to support interaction between producers or service providers, their visitors and customers and social media in every single stage of the customers’ relationship. Following an Expedia study of 2014<sup>7</sup>, three out of four travellers declare that smartphones play a crucial role in their tourism experience, and over 5% of mobile apps available on the app store were dedicated to travel in 2015. Mobile apps and ICT frameworks are available to engage visitors and customers to a certain spot (i.e. your monastery).

The following are some tips for successful online publishing and communication with your followers on social media, be they internal (i.e., your business partners and other networking institutions), or external (i.e., your potential and existing visitors and customers):

Iconographic setting:

- Try to avoid banal and obvious images, as well as “glossy” and commercial pictures;
- The photos shared online have to represent the experience that visitors have of your monastery which becomes a real and active social context; <sup>[1]</sup><sub>[SEP]</sub>
- Always consider the copyright.

Text:

- Short and direct texts, not too full of details; <sup>[1]</sup><sub>[SEP]</sub>
- Remember to talk to users as you’d talk to a friend but never loose authority; <sup>[1]</sup><sub>[SEP]</sub>
- Answer all your comments with authority, even the negative ones; <sup>[1]</sup><sub>[SEP]</sub>
- Insert all the information in links; better if personalised;
- Use regular communication that addresses and incorporates current topics.
- Take a look in our good practice library:

Take a look in our good practice library:

**[Good Practice 21: "I segreti del chiostro - Monastic Products of Monastero Santa Caterina d’Alessandria Palermo, Italy"](#)**

*This is a good example for active communication in social media – in this case mainly Facebook – and how the use of beautiful pictures of the products motivate customers and visitors of the monastery to share and like their experiences.*

## 2.2. Social media management in the context of destination marketing

Your visitors and customers have the possibility of writing reviews, leaving comments, and presenting different perceptions of your monastery or monastery on countless amount of review sites and social media platforms. Even if you are not active in social media yet, you will be surprised how many comments you might find about your site online! Consequently, visitors and customers become consumers of social media, meaning that travellers are benefiting from marketing activities initiated by providers, but also getting involved in promoting and improving the very products they consume. Moreover, visitors and customers trust other visitors and customers who have had similar experiences more than nice, eye-catching presentations of companies from websites, brochures, leaflets, TV, etc.

Therefore, your monastic products and services well promoted and presented in social media become a stimulus for visiting and buying, empowering the visitor and customer AND helping the monastery with promotion and innovative ideas. This is both true at an internal as well as an external marketing level.

Consequently, social media contributes to the improvement of service quality and enriches visitor satisfaction. You should embrace social media tools and Internet technologies in your marketing strategy for getting and remaining competitive on the market, as well as to network with your partners and customers.

Take a look in our good practice library:

*Good Practice 9: **“Klößeereich - Feel Free to Step Away from Your Daily Routines”***

*Have a look how the Austrian Klößeereich manages their social media channels.*



### 2.3. Choosing the right social media channels for your visitors and customers



Many different social media channels are available in order to network, link and present your monastery and monastic products online. The following is an overview of the most common ones available, encouraging you to identify the most suitable tools for your activities:

- **Facebook:** Facebook has been around for more than ten years and is perhaps the most powerful social media tool available, despite recent concerns of its overt commercialization and data handling. It is particularly strong when it comes to communicating videos, photos, and events, immediately creating and attracting an audience for your product or service. You can set up a Facebook page for your activities / community / network etc. after you have registered as a personal user at [www.facebook.com](http://www.facebook.com). Another important aspect is joining, or creating groups of interest around your product, service, or destination, thereby becoming an opinion leader and stimulating discussions among your peers, followers, potential and existing customers.
- **Instagram:** Instagram is a photo-based app available for your smartphone which again requires you to register, either as a monastery project or with a private person's account. It is visually attractive and works through the use and proliferation of so called 'hashtags' that are a kind of key wording to topics brought about by a #, such as #KlosterBronnbach, or #Kloesterreich. Any user typing in those key words either on Instagram, or in Google, will likely find a whole host of images related to their particular



search, thereby encouraging visitor information and travel flows. Choosing the “right” image to publish in the name of your institution, you should keep in mind that the particular picture should be visually appealing, convey a message and stimulate a discussion among your followers (i.e. people following the news of your monastery’s account). You can also easily integrate and display your Instagram photo feed on your website, adding a sense of actual sharing and participation to an otherwise possibly static page.

- **Twitter:** Twitter is a short message service limited to 280 characters per tweet; it again relies heavily on the use and function of hashtags, which drive entire activities and campaigns around them. As with the above social media channels, Twitter can become a very powerful tool for communication, especially when addressing English-speaking and emerging global markets.
- **YouTube, Vimeo, etc.:** YouTube, Vimeo and other broadcasting services have been designed to upload and share your own videos, thereby adding “video” as an important digital marketing trend to the portfolio of presenting your monastery and monastic products online. YouTube itself is said to be the world’s second largest search engine after Google, which hints at just how powerful the search for (and use of) these types of broadcasting services really is. You can easily embed YouTube or Vimeo videos into your website, and integrate them with the totality of your social media and web activities.
- **Flickr:** Flickr is another photo-sharing website with a powerful impact on search engine results. This means that by publishing photographs tagged with the name of your monastery, product or destination, those images will increasingly show up in the search results and drive visitors to your website, where you can embed them. The added advantage of publishing pictures first on Flickr and integrating them as images or galleries on your website is that they will appear in one of the major search engines, next to other services like Google or YouTube.
- **Blogs:** One of the most popular type of social media are blogs as they strongly influence a visitor’s and customer’s decision-making. Setting up your own blog is an individual strategy. You can integrate all of the above channels, and still host your own discussion, on your own website. WordPress is the most used blog software currently, and setting up a blog takes less than one hour.
- **Google services:** You may like it or not, but Google offers a broad range of services, which can add considerable value to your social media marketing. For getting an overview what might work for your monastery and monastic products you may join one of the free Google seminars taking place all over Europe. These tools are worth being considered: Google+ (for staying in touch), Google AdWords (advertising to people the

moment they search for what you offer), Google Analytics (an analysis tool for your media) and Google Location Services (like localization on maps). All these tools can increase your search ranks and associate with your particular information service and style. Google+ e.g. is easily set up once you have a Gmail account, and perfectly links in with other Google web services.

#### *Exercise 4: “Decision making for social media tools”*

*Please check which social media tool might be the best for your monastic products.*

## 2.4. Choosing the right messages linked to your monastic product

As you know, social media is only suitable to a limited extent for complex content, but it is very suitable for clear, concise messages with precise content and a provocative character. The formulation of these messages is, admittedly, a very special thing, but it is worth practicing a little and producing good content in terms of communicating with social media. Sending the right message is extremely important to the development of the online presence of your products. People want to feel like they have a genuine connection with your monastery and monastic products.

Below you will find 10 recommendations for formulating messages in connection with your monastic products:

### **1. Post Relevant Content**

You have identified your target audiences, therefore post content that relates to this group. Know them, love them, and post about their interests. Figure out what is important to them and how to address their interests and questions. Monastic products are a specific area, so regularly post on topics related to them.

### **2. Create Sensation**

Make your posts happen with a bang! Lead up to your great post with commentary before and after. Remember, you definitely want people to know about it! Lead in with a subject and continue from there. Get followers to share, like, retweet, or even comment on your posts will increase the public attention. Posting once is not enough, set up a schedule to repost articles on all social channels (see Unit 2.5).

### **3. Create Discussion**

Discuss with your audience, ask them questions and get their opinion. Avoid meaningless posts, it's better to create discussions. Engage with your audience and get input from the people involved. Starting a conversation on a topic is a way to expand your knowledge about your visitors and buyers and may give you inspiration to use for future posts.

### **4. Ask the Audience to Read and Share**

You can always leave a link; compose a short message for your readers to simply copy and paste. Making the message easily readable and easily share-able is key to more exposure. Do not be afraid to write emails to your friends and followers directly with a few options for posting the link on social media for them to share. Simply just asking can have good results!

### **5. Keep it Short and Sweet**

Keeping things short and sweet is best! You do not want to disengage your audience halfway through your posts and tweets. Be direct and get straight to the point on your posts in a way that will get them to click on your link to read e.g. your article about a new monastic product. The best calls to actions are simple and attract your audience to learn more about the subject.

### **6. Re-read Content Before Posting**

It may sound self-evident, but it is not: Proofreading your posts is very important. Nothing is worse than posting an awesome post with spelling and grammar mistakes! Especially on Twitter (no edit button). Use online tools to prevent this. The credibility of your monastic products' quality is on the line.

### **7. Watch Your Tone**

Never forget: You are sending out professional messages. Especially if you are trying to build a brand, be wise about what you are sharing, responding to and writing. It could come back to help or hurt. Your tone should always be in harmony with the brand of your monastic products.

### **8. Re-evaluate Your Pictures**

Use professional pictures! A professional looking account includes good pictures that communicate the values of your monastic products.

### **9. Have a Complete Profile**

Because your audience will have a look at it in order to check opening hours or your website for further information.

## 10. Stay Consistent

Always maintain the same voice. You want your reader to know more about your monastery and the monastic products and what they stand for.

### *Exercise 5: “Creating the right messages”*

*This exercise helps you to find the right messages for your products.*

## 2.5. Product development through storytelling in the context of digitalisation

As there are many competitors in social media marketing, your digital strategy should incorporate many levels of co-operation. You will, most importantly, have to master the art of working with digital influencers in driving real visitor numbers, and increase income, for your monastic products.

In the digital (social media) age, the four P’s of classic marketing (“Product, Price, Place, Promotion”, please see our Module 2 “Marketing Strategies”) continue to shift in favour of the four C’s: “Creating, Curating, Connecting, and Culture.” This is reflected in the paradigm change that continues to affect not only social media marketing for your monastic products, but also society as a whole. The basic notion is that we create something, then share it, link it, network it, moderate discussions about it, instead of trying to convince people of its benefits with traditional advertising.

Rather, it is all about allowing your customers / guests / visitors to experience your product, become ambassadors for it, and moderate their own discussion / feedback about it. The whole communication around is called “digital story telling”. So, you develop your own story around a monastic product, more precisely YOUR story. Then you share it with other people, add references to similar stories and react to feedback from third parties. Digital storytelling, in particular, should be:

- Lively & attractive
- From a personal point of view
- Relevant to target audiences
- Full of emotions



Therefore, we suggest that you create and use blogs as a medium for dialogue. IT-providers like WordPress etc offer pre-installed tools where you can start with a blog right away – just do it! In this blog tell the story of your monastic product: Where did the idea come from? Who is participating and contributing? What kind of challenges do you face? What is the final outcome? A blog article is short and concise and includes a picture linked to the blog post. You can share the post with several other social media instruments (like Facebook, Twitter, Instagram) and create this way the product’s own story.

But story telling is not equal marketing! Rather, storytelling should be a building block in your marketing concept, complemented and accompanied by other social media tools.

### *Exercise 6: Blogging for promotion*

*Find out if a blog might be a good tool for your monastic product/s. Estimate the time which you need to produce a blog and calculate how much it will take for a regular blog post.*

Take a look in our good practice library:

**Good Practice 6: “Digital Storytelling for Monastic Products linked to Mount Athos in Greece”**

*Get inspired by the good practice of the Greek Mount Athos monastery and how their monastic products are communicated in a blog.*

## 2.6. Creating editorial calendars: strategy for content



Structuring the content (stories, posts, information of all kind) you create and share online can help you measure its targets results and relieve you off the pressure of “having to post something now”, over being ‘more savvy’ in the way you present and share information.

- In order to “organize, inspire & communicate”, remind yourself of important dates such as for instance Christian celebration days /International World Heritage Days, and build a content strategy around it. This helps to leverage frequently used hashtags and search engine requests around such dates.
- As a general rule: Do not just think about what to write, but also when best to publish it.
- Google calendars are one of the best tools available in terms of a quick, easy-to-use and collaborative editorial calendar to use.
- Starting a series of regular features, such as blog posts, video posts, photo contests, etc. allows you to maintain a timeline of publication, and a better overview, about it.
- All of the above-mentioned efforts will help you being perceived as far more strategic and professional concerning your digital publications. They also help you to unify your brand message and tone of voice across platforms, making you a stronger negotiator and more solid about pitches with brands and other co-operation partners.

### *Exercise 7: Create your social media calendar!*

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



## 2.7. Working with influencers: Reaping the benefits of social media expertise



There are opinion leaders everywhere to draw attention to your products. So, who could campaign for your monastic products? As a rule, there are people in the immediate vicinity and beyond who have a positive connection to your monastery and who are convinced that they would like to stand up for your monastic products. You can have these people report on your homepage, e.g. in a tutorial, you can produce a video clip with them and publish it on your Facebook page, you can write a blog about it and express your gratitude.

All of the above-mentioned tools may be too time-consuming to do all on your own. In this case, for instance together with your local Destination Management Organization (DMO), or tourism board, you may consider working together with digital opinion leaders, bloggers, social media experts, etc. Such activities are usually done in the form of campaigns, as well as mid- to long-term contracts, and will at best have to fit into your Order's or operators or/and the tourism strategy of your area. Funding may be available from your local tourism partners, regional or national DMOs.

Meanwhile, there are numerous influencers and respective platforms offering their services. So how to find the right expert? First of all, look to see if the expert links to quality labels or terms of conduct which will be published on his/her website. Ask colleagues about their experiences with influencers. Ask your regional tourism agency about their contacts to social media experts.

Portals like the German Bloggerei [https://www.bloggerei.de/rubrik\\_4\\_Kulturblogs](https://www.bloggerei.de/rubrik_4_Kulturblogs) or the English Feedspot pages [https://blog.feedspot.com/culture\\_blogs/](https://blog.feedspot.com/culture_blogs/) give access to the influencer world. Check if the person in question has any links by professional experience or inclination to monastic life or religious topics. And finally: Trust your gut feeling!

### *Exercise 8: Influencers and their influence*

*Spend some time online researching the most important travel influencers (YouTube, Facebook, blogs, etc.) in your (geographical) area. Whom can you address, or turn to, for ideas of co-operation? What other networks are available?*

### *Tags for Unit 2:*

*hashtag, Facebook, blog, Twitter, YouTube, Instagram, Flickr, monitoring social media, influencer,*

### *Further Reading*

<sup>6</sup> A good overview gives the following publication: Surugiu, Marius Razvan, and Surugiu, Camelia. 2015. „Heritage Tourism Entrepreneurship and Social Media“. In “Procedia – Social and Behavioral Sciences”, p 74-81. London: Elsevier Ltd.

<sup>7</sup> The “2014 Expedia/Egencia Mobile Index” examines how mobile devices impact travel; see [viewfinder.expedia.com/news/2014-expedia-egencia-mobile-index/](http://viewfinder.expedia.com/news/2014-expedia-egencia-mobile-index/) (as of April 16th, 2019)



## Unit 3: Analysis and measurement of success in social media marketing

*Success measurement is always part of an efficient social media strategy, because it can be used to validate activities and justify possible course corrections. Measuring success in social media is comparatively simple, because the providers offer many tools to do this for you. In the following chapters, we will familiarize you with the basic rules of social media marketing, possibilities and evaluation of performance measurement.*



### 3.1 Social media marketing – basic rules

Please do not be deterred by the following lines, even if they are formulated in "business jargon". Please keep in mind that you are entering a market with your products, even if the market of monastic products is subject to its own rules. You should therefore know exactly what is important to you in relation to your product and why it is representative of your monastery. This basic understanding is of great importance because it has a direct impact on marketing in the social media.

In the **SKIVRE** Module 2 "Marketing Strategies" you have already given this a lot of thought and are familiar with various marketing instruments. With social media marketing you can advertise your monastery, organize the distribution of your monastic products, and influence public perception. You can use social media marketing for customer service and market research. You can also organize new forms of communication with other monasteries and / or your suppliers.

Above all, social media provides you with a great deal of valuable information that you need to assess the market value of your monastic products. The users inside your monasteries in social media observe your offers. Their comments simultaneously communicate an evaluation of your products and sales efforts. In addition to sales and advertising opportunities, you can get in direct contact with your visitors and buyers, establish, and maintain contacts through a constructive feedback culture. This is an efficient and cost-effective way to increase awareness of your monastic products. Because of general interests, people may happen to come across your offers in social media and can become "fans". You can win customers from fans and satisfied customers can ultimately become "ambassadors" of your monastery and your monastery offers. This would be the ideal viral marketing chain, which you can realize with the **SKIVRE** training modules.

What should you look out for in social media marketing?

You don't have to be active on all social media channels, but use the channels where your customers are and where you feel comfortable with your monastic self-image. However, social media marketing is not a self-runner, but costs a lot of time and therefore human resources! It works best if your entire appearance is authentic, if you can convincingly communicate your values and convictions to your visitors and customers. The most important recommendations for marketing in social media can be summed up as follows:

- Agree on common rules within the social media team;
- You sell high quality products and this should also be reflected in your social media activities;
- Successively build up a fan community. Think about which interesting contributions you can offer your visitors online and offline;
- Familiarise yourself with the creation of good image and video material;
- Think about which content is suitable for which medium. Just like you, your visitors and customers are probably also on the move in different channels, so your content should differ;
- Be ready for dialogue and react quickly to comments from your visitors and customers, especially negative comments.

#### *Exercise 9: Checklist social media marketing*

*With this checklist you can see if and how you are prepared for social media marketing.*

### 3.2 Criteria and key figures for measuring success

Virtually all of the social media platforms described offer instruments for monitoring success that provide valuable information on user behaviour. In addition, there are many free tools to help you monitor and evaluate visitor and customer data. Don't be afraid to make use of these tools, after all, you want to see how your efforts pay off.

Another possibility is the measurement and analysis of key figures. This shows whether the goals defined in the strategy have been achieved or whether adjustments are necessary. You can use the following key figures:

- Number of website visitors, length of stay, page selection;
- Number of fans/followers etc. e.g. on Facebook, Twitter, Instagram;
- Number of video views;
- Number of Retweets, Shares, Likes etc.;
- Contact requests;
- Backlinks from Blogs;
- Statements on the general mood of your products;
- Mentions of your monastic products in other (social) media;
- Share of own products in all brand mentions;
- Dealer inquiries;
- Interview requests, requests for participation in publications;
- Requests for conference contributions.

These and other key figures can be collected with the help of various instruments. Google Analytics, for example, offers numerous possibilities. The reports can be used, for example, to measure the proportion of likes and behaviour of visitors.

#### *Exercise 10: Success measurement for your activities in the social media*

*The various instruments for measuring success provide you with data and figures. However, you have to evaluate them yourself!*

### 3.3 Evaluation of performance and key figures: What works - what doesn't?

In Exercise 9, you have now carried out a success measurement of social media you are using yourself. What can you do with it?

- You now know much more and can make deductions from it:
- Which social media channel works better than others, and you therefore prefer to "play" on this channel and possibly take other channels less or not at all into account;
- Which topics were well received and which were less well received by your community, and where the interests lie (in topics, individual products, events);
- Whether effort and yield are in a good relationship, for example if you compare the success of your own or professionally made videos;
- The time at which your visitors and customers show up frequently in your channels, i.e. when you reach them particularly well;
- Which topics and products your fans & followers start to get involved with - be it by sharing contributions, be it by more comments, be it by visiting your homepage or registering for your newsletter (simply because the topic or product appeals to more people);
- And last but not least: which contributions led to visits or purchase decisions.

It is now up to you whether and how you implement this information in the strategy around your monastic products, whether you feel comfortable or whether you want to make corrections. In any case, you now have information that you can use as "capital" for the further development of your monastic products.

*Tags for Unit 3:*

*Social media measurements, social media analysis, social media success,*

## Good Practices

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There are several good practice examples referred to in this module and here are some more of the SKIVRE library closely linked to the topic of this training module:

- Good practice 2. The Bronnbach Monastery Shop “Bronnbacher Klosterladen”, Germany, Download link: <https://training.skivre.eu/gp.php/GP2-EN>
- Good practice 4. Manufactum – Good Things from Monasteries, Germany  
Download link: <https://training.skivre.eu/gp.php/GP4-EN>
- Good practice 5. Authentic Monastic Products with a Strong Brand - Tturnogorski Monastery in Bulgaria, Download link: <https://training.skivre.eu/gp.php/GP5-EN>
- Good practice 6. Digital Storytelling for Monastic Products linked to Mount Athos in Greece  
Download link: <https://training.skivre.eu/gp.php/GP6-EN>
- Good practice 7. Digital Storytelling for a Monastic Product: Saint Augustin and Serafeim of Sarov Monastery, Greece  
Download link: <https://training.skivre.eu/gp.php/GP7-EN>
- Good practice 9. Klösterreich - Feel Free to Step Away from Your Daily Routines, Austria  
Download link: <https://training.skivre.eu/gp.php/GP9-EN>
- Good practice 21. I segreti del chiostro - Monastic Products of Monastero Santa Caterina d’Alessandria Palermo, Italy  
Download link: <https://training.skivre.eu/gp.php/GP21-EN>
- Good practice 30. Abteiwaren - Königswinter Abbey, Germany  
Download link: <https://training.skivre.eu/gp.php/GP30-EN>



# Check your Knowledge

## Exercises

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## 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 according 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? (Facebook, 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 following 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
<b>Technical requirements</b>		
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?		
<b>Welcoming infrastructure</b>		
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?		
<b>Inspiration for social media activities</b>		
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?		
<b>Requirements for sharing experiences by social media</b>		
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 ...)

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 <a href="https://coschedule.com/social-message-optimizer">https://coschedule.com/social-message-optimizer</a> 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?

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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.):

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	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?

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Drda-Kühn, Karin / Marschall, Alexander: **„Mut zum Experiment – soziale Netzwerke als Chance für den Kulturtourismus im ländlichen Raum“**, in: [Christian Holst, Karin Janner, Axel Kopp: „Social Media im Kulturmanagement“](#), Frechen 2011, S.303-311, ISBN 978-3-8266-9110-2 (a German publication on Social Media in cultural management including cultural tourism)

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## ■ Weblinks

You may find links to social media marketing and associated topics on the EUROPETOUR website [www.europetour.tips](http://www.europetour.tips), as well as on the “Resources” page of [www.skivre.eu](http://www.skivre.eu)

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There are many websites which provide good guidance to your social media activities, so have a look at:

<https://www.campaigncreators.com/blog/craft-perfect-social-media-message/>

<https://www.moirae.co.uk/blog/sending-the-right-message-to-your-audience-using-social-media/>

<https://careerbuzz.prosky.co/articles/am-i-understanding-you-correctly-sending-the-right-message-in-social-media>

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## The SKIVRE Partnership: Empowering development of monastic products

**SKIVRE** is an Erasmus+ project aimed at empowering management, staff, monks, and nuns at monasteries with a most interactive training approach in gaining relevant skills for raising revenues for the preservation of religious heritage sites:

The **SKIVRE** homepage [www.skivre.eu](http://www.skivre.eu) (including access to many social media tools) provides you with an inspiring multi lingual blog on monastic products, data and analyses, training material and training events in seven European countries.

The partnership comprises a multidisciplinary European team, which represents the target groups and expertise needed for training development:

### **media k GmbH | GERMANY (coordinator)**

media k GmbH offers long-year expertise in religious heritage preservation and in the management of heritage preservation projects.

[www.media-k.eu](http://www.media-k.eu)

### **Future for Religious Heritage | BELGIUM**

Future for Religious Heritage is a non-faith organisation open to all. It brings together those working to protect religious heritage all over Europe.

[www.frh-europe.org](http://www.frh-europe.org)

### **GUNET | GREECE**

GUNET is a Greek specialist in creating online learning platforms, which offer different kind of learning experiences adapted to different topics.

[www.gunet.gr](http://www.gunet.gr)

### **INI-Novation Bulgaria OOD | BULGARIA**

INI-Novation is an education provider specialised in generating economic effects from cultural heritage.

[www.ini-novation.com](http://www.ini-novation.com)

### **Bronnbach Monastery | GERMANY**

Bronnbach monastery is a former Cistercian monastery now operated by a public authority in the German Tauber valley. The monastery started to develop monastic products based on the history of the site.

[www.kloster-bronnbach.de](http://www.kloster-bronnbach.de)

### **Wissenschaftsinitiative Niederösterreich | AUSTRIA**

Wissenschaftsinititative is an education provider with longstanding experiences in developing learning platforms and learning material for heritage preservation.

[www.wissenschaftsinitiative.at](http://www.wissenschaftsinitiative.at)



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