



**Good Practice 6:  
Digital Storytelling  
for Monastic Products linked to  
Mount Athos / Greece**

SKIVRE Training Scheme



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## Good Practice 6

### Digital Storytelling for Monastic Products linked to Mount Athos in Greece



### Description

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“Mount Athos eShop – Product Exhibition of Mount Athos” is operated by a reseller dedicated to promoting the work of Mount Athos monks. It is not owned by the monasteries of Mount Athos, but dedicated to their monastic life. An eShop makes authentic handicrafts available to the public. These handicrafts are produced with care by monks at the Holy Monasteries, Sketes and Cells of Mount Athos, highlighting an important aspect of monastic life.

The e-shop and blog are not only about products done by the Mount Athos monks, but also about their activities. The blog is available in Greek and English and supports the distribution of the respective information to a big community of people interested in the monastery, the products, and the “Mount Athos spirit”.

The blog articles are complemented by information on the e-shop and a video gallery (all videos available on YouTube as well).

The e-shop activities are complemented by a Facebook account with more than 23.000 followers: <https://www.facebook.com/MountAthosEshop> (in Greek only).

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

Good practices of monasteries active in social media and blog writing are rather hard to find, especially if they are directly linked to monastic products. Many monasteries provide information on the web about their products, but the organization of this information in a blog, which tells “the stories behind”, is a rare exception. Here this function was taken over by a reseller as a communication instrument for the marketing of the products. This good practice is intended to be an inspiration for all monasteries and monastic shops who are considering creating a blog.

## Pictures

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Picture: article in the Mount Athos e-shop blogs  
© Screenshot from <https://mountathos-eshop.com/en/blog-news/>

## Source/link

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This good practice is available under the following link:

<https://mountathos-eshop.com/en/blog-news/>

## Country

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Greece



## Topic

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SKIVRE Training Scheme	
	Module 1: Introduction Module
X	Module 2: Marketing Strategies
	Module 3: Monastic Products
	Module 4: How to Sell Monastic Products Authentically
	Module 5: Distribution Channels
X	Module 6: Social Media and Communication
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