



# GEN 2024 E

EUROPE'S LARGEST  
ENTREPRENEURSHIP  
FESTIVAL

## SOCIAL MEDIA PLAN JANUARY & FEBRUARY 2024

# OVERVIEW OF COMMUNICATION MATERIAL

AND WHERE TO FIND IT!



# ALL YOU NEED IS LOVE HERE



## BRAND TOOLKIT

(Available on the gen-e.eu dashboard)



## COMMUNICATIONS GUIDELINES

(Available on the gen-e.eu dashboard)



## ACCESS TO OUR SHARED CANVA\*

(Square Format)



## ACCESS TO OUR SHARED CANVA\*

(Stories Format)

\*Please be aware that all the layouts available on Canva must stay untouched to be able to give everybody the chance to see the mother file. Please always create a copy of the collateral you want to edit.

# A QUICK RECAP FOR YOU

## TAGS

Tag JA Europe and JA Italy while sharing posts of Gen-E. We will do our best to interact with all of you and increase the visibility of Gen-E.

	INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
JA EUROPE	<a href="#">@jaeurope</a>	<a href="#">@JAEurope</a>	<a href="#">@JA Europe</a>	<a href="#">@JA_Europe</a>
JA ITALIA	<a href="#">@jaitalia</a>	<a href="#">@JAItalia</a>	<a href="#">@JA Italia</a>	<a href="#">@jaitalia</a>

## HASHTAGS

Use the **#Gen\_E** hashtag to help us increase impressions and results on social media. Other relevant hashtags are included in the social media guidelines.

## CALL TO ACTION

If any of the calls to action included in the copy of the social media posts are not suitable, feel free to change them based on your needs.

- Example, on Instagram you can direct people to your stories, your link in bio or if you have the possibility to include a link, redirect people to JA Europe link in bio (to check out XX, check out [@jaeurope](#) link in bio)
- If you don't know where to direct people, [gen-e.eu](#) website is the best place to let people discover all the details they need.

## LANGUAGE BARRIER

If you believe that English might not be the best language for your audience, feel free to translate these messages into your mother tongue.

## TIMING

If you are busy with your own schedule, no worries! Feel free to post anything related to Gen-E based on your need and timing, is important just NOT TO SHARE EARLIER than planned on this calendar.



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# SOCIAL MEDIA PLAN



# OVERVIEW

DATE	CONTENT
2 January	Build your Virtual Stand
10 January	Build your Virtual Stand
15 January	Register for Gen-E Buzz
22 January	Gen-E 2024 Timeline
31 January	Build your Virtual Stand
14 February	Register for Gen-E Buzz
20 February	Online Awards Applications Open

# 2 JANUARY

## Build your Virtual Stand

### IMPORTANT NOTES:

- Use the official hashtag #Gen\_E when sharing material online.
- Always tag JA Europe and JA Italia so that we will interact with you.
- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

The most awaited time of the year has come!

This is the moment when JA students can start building their virtual stand at the #Gen\_E Virtual Expo! By building your virtual stand, you can apply to online awards, showcase your business, talk to business experts and much more.

Ready to be a #Gen\_E champion? Your shiny moment starts now!

Link in @jaeurope's bio to start your journey!

### FACEBOOK

The most awaited time of the year has come!

This is the moment when JA students can start building their virtual stand at the #Gen\_E Virtual Expo! By building their virtual stand, students can apply to online awards, showcase their business, talk to business experts and much more.

Are youth ready to be a #Gen\_E champion? Their shiny moment starts now!

JA students can start their journey from here: <https://gen-e.eu/>



🔍 Canva link

# 10 JANUARY

## Build your Virtual Stand

### IMPORTANT NOTES:

- Use the official hashtag #Gen\_E when sharing material online.
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- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

The opportunity to showcase your business is here!

Showcase your talents, projects, and ideas at the #Gen\_E 2024 Virtual Expo.

Click in @jaeurope's bio to start this journey!

### FACEBOOK

The opportunity to showcase your business is here!

Showcase your talents, projects, and ideas at the #Gen\_E 2024 Virtual Expo.

Start your journey from here: <https://gen-e.eu/>



 [Canva link](#)



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# 15 JANUARY

## Register to Gen-E Buzz

### IMPORTANT NOTES:

- Use the official hashtag #Gen\_E when sharing material online.
- Always tag JA Europe and JA Italy so that we will interact with you.
- The link to include to build students' virtual stand is <https://gen-e.eu/>

INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
Want to see it clearly?	Want to see it clearly?	Want to see it clearly?	Want to see it clearly?
What is #Gen_E? And what are people doing during Europe's Largest Entrepreneurship Festival?	What is #Gen_E? And what are youth doing during Europe's Largest Entrepreneurship Festival?	What is #Gen_E? And what are youth doing during Europe's Largest Entrepreneurship Festival?	What is #Gen_E? And what are youth doing during Europe's Largest Entrepreneurship Festival?
Subscribe to the #Gen_E Buzz Newsletter and get to know all the details!	Subscribe to the #Gen_E Buzz Newsletter and get to know all the details! <a href="https://gen-e.eu/">https://gen-e.eu/</a>	Subscribe to the #Gen_E Buzz Newsletter and get to know all the details! <a href="https://gen-e.eu/">https://gen-e.eu/</a>	Subscribe to the #Gen_E Buzz Newsletter and get to know all the details! <a href="https://gen-e.eu/">https://gen-e.eu/</a>
Link in @jaeurope's bio to subscribe.			

**WANT TO SEE IT CLEARLY?  
SUBSCRIBE TO**

**GEN 2024 E  
Buzz**

**AND GET TO KNOW  
EUROPE'S LARGEST  
ENTREPRENEURSHIP  
FESTIVAL**

JA Europe Member of JA Worldwide | JA Italia Member of JA Worldwide

🔍 Canva link

# 31 JANUARY

## Build your Virtual Stand

### IMPORTANT NOTES:

- Use the official hashtag #Gen\_E when sharing material online.
- Always tag JA Europe and JA Italia so that we will interact with you.
- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

Still waiting for the right moment?

#Gen\_E virtual stands can be built in the Virtual Expo!

Are you ready to be an entrepreneurship champion?

This is your first step, link in @jaeurope's bio!

### FACEBOOK

Are your JA students start building their virtual stands?

Starting from now, all of them can build their stand in the #Gen\_E virtual expo!

Visit <https://gen-e.eu/> !



 [Canva link](#)



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# 22 JANUARY

## Gen-E 2024 Timeline

### IMPORTANT NOTES:

- Use the official hashtag #Gen\_E when sharing material online.
- Always tag JA Europe and JA Italy so that we will interact with you.
- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

What are the key moments of #Gen\_E 2024?

- Build your virtual stand! From 2 of January and onwards.
- Online award applications: from 20 of February to 5 May.
- #Gen\_E LIVE day: 22 May (mark this in your calendar).
- Winners' announcement of online awards: 27 May.
- #Gen\_E in Catania! 2 to 4 of July 2024!

Ready for Europe's Largest Entrepreneurship Festival?

Visit [gen-e.eu](https://gen-e.eu) on @jaeurope's bio.

### FACEBOOK

What are the key moments of #Gen\_E 2024?

- Build your virtual stand! From 2 of January and onwards.
- Online award applications: from 20 of February to 5 May.
- #Gen\_E LIVE day: 22 May (mark this in your calendar).
- Winners' announcement of online awards: 27 May.
- #Gen\_E in Catania! 2 to 4 of July 2024!

Ready for Europe's Largest Entrepreneurship Festival?

<https://gen-e.eu/>



 [Canva link](#)

# 14 FEBRUARY

## Register to Gen-E Buzz

### IMPORTANT NOTES:

- Use the official hashtag #Gen\_E when sharing material online.
- Always tag JA Europe and JA Italy so that we will interact with you.
- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

If you are new to #Gen\_E, want to receive update, latest news and much more, sign up to our the #Gen\_E Buzz, a monthly newsletter you cannot miss!

Link in @jaeurope's bio to subscribe.

### FACEBOOK

If you are new to #Gen\_E, want to receive update, latest news and much more, sign up to our the #Gen\_E Buzz, a monthly newsletter you cannot miss!

Subscribe here: <https://gen-e.eu/>

### LINKEDIN

Want to see what the next generation of business leaders, innovators and change makers look like?

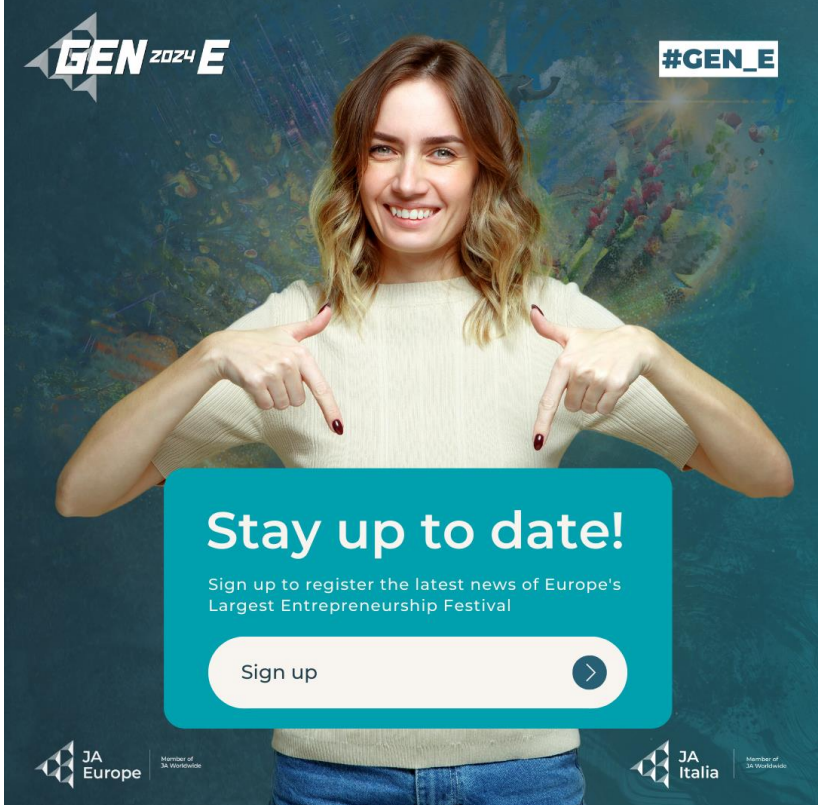
Subscribe to #Gen\_E Buzz, the one and only newsletter of Europe's Largest Entrepreneurship Festival!

Join us here: <https://gen-e.eu/>

### TWITTER

Want to see what the next generation of business leaders, innovators and change makers look like?

Subscribe to #Gen\_E Buzz newsletter: <https://gen-e.eu/>



**GEN<sup>2024</sup> E** **#GEN\_E**

**Stay up to date!**

Sign up to register the latest news of Europe's Largest Entrepreneurship Festival

Sign up >

JA Europe Member of JA Worldwide JA Italia Member of JA Worldwide

🔍 Canva link

# 20 FEBRUARY

## Online Awards Applications Open

### IMPORTANT NOTES:

- Use the official hashtag #Gen\_E when sharing material online.
- Always tag JA Europe and JA Italy so that we will interact with you.
- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

The day everybody was waiting for!

As of today, all of you who built a stand into the #Gen\_E Virtual Expo, can apply for online awards!

Hurry up and start applying! Many prizes are there waiting for you!

Link in @jaeurope's bio!

### FACEBOOK

The day everybody was waiting for!

As of today, all of JA students who built a stand into the #Gen\_E Virtual Expo, can apply for online awards!

Hurry up and invite all of them to apply, many prizes are waiting for them.

Follow this link: <https://gen-e.eu/>



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# QUESTIONS?

Get in touch!  
[gaia@jaeurope.org](mailto:gaia@jaeurope.org)

# THANK YOU



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**Europe**

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