



GEN 2024 E

EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL

SOCIAL MEDIA PLAN MARCH & APRIL 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	@jaeurope	@JAEurope	@JA Europe	@JA_Europe
JA ITALIA	@jaitalia	@JAItalia	@JA Italia	@jaitalia

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.

SOCIAL MEDIA PLAN



OVERVIEW

DATE	CONTENT
6 March	Reminder to Build a Stand
13 March	Reminder Online Awards Application
20 March	Save the Date – Official Virtual Opening
27 March	Subscribe to the Gen-E Buzz
10 April	Reminder Online Awards Application
17 April	Save the Date – Official Virtual Opening
24 April	Your Gen-E Journey

6 MARCH

Reminder to Build your Virtual Stand

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

Have you built your virtual stand yet?

By building a virtual stand at the #Gen_E 2024 Virtual Expo, you can apply for online awards and win a ticket to experience Europe's Largest Entrepreneurship Festival in Italy this summer!

You've got this!

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

FACEBOOK

Have you built your virtual stand yet?

By building a virtual stand at the #Gen_E 2024 Virtual Expo, you can apply for online awards and win a ticket to experience Europe's Largest Entrepreneurship Festival in Italy this summer!

You've got this!

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



🔍 Canva link



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13 MARCH

Reminder Online Awards Applications

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INSTAGRAM

Pop it in your schedule! You don't want to miss this!

Apply for #Gen_E Online Awards before the 5th of May, you can have the opportunity to be one of the winners and fly to Catania in July!

Apply with your #JACompany or #JAStartUp now!

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

FACEBOOK

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20 MARCH

Save the Date – Official Virtual Opening

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INSTAGRAM

Are you as excited as we are?

#Gen_E 2024 LIVE Day will take place on the 22nd of May!

Get ready for what we are preparing for you:
10:30 (CEST) Official Virtual Opening
11:00 – 14:00 (CEST) Virtual Job Fair & Virtual Expo (visit JA students stands!)

Lock this in! Add it to your agenda for an unforgettable experience!

Link in @jaeurope's bio to see all the key dates!

FACEBOOK

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Lock this in! Add it to your agenda for an unforgettable experience!

More info at: <https://gen-e.eu/>

LINKEDIN

#Gen_E LIVE Day is coming!

Mark 22nd of May in your calendar and get ready to see the next generation of Europeans in action:
10:30 (CEST) Official Virtual Opening
11:00 – 14:00 (CEST) Virtual Job Fair & Virtual Expo (visit JA students stands!)

More info at: <https://gen-e.eu/>



🔍 Canva link



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27 MARCH

Register to Gen-E Buzz

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INSTAGRAM

Join thousands of #Gen_Ers, sharing the same passion for entrepreneurship and innovation!

Subscribe to #Gen_E Buzz to get important reminders, deadline and all the news you need to succeed and win big at #Gen_E

Link in @jaeurope's bio to subscribe.

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Canva link

10 APRIL

Reminder Online Awards Applications

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INSTAGRAM

Time is flying, and we want YOU to seize the chance to claim victory!

Apply for #Gen_E online awards before 5th of May. Don't let the opportunity slip away!

Submit your #JACompany or #JAStartUp!

Link in @jaeurope's bio to see all the key dates!

FACEBOOK

Time is flying, and we want YOUTH to seize the chance to claim victory!

#JAStudents can apply for #Gen_E online awards before 5th of May. They cannot miss this!

More info at: <https://gen-e.eu/>



Canva link



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17 APRIL

Save the Date – Official Virtual Opening

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INSTAGRAM

#Gen_E 2024 LIVE Day is around the corner!

Mark 22nd of May in your calendar and be ready to experience #Gen_E!
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24 APRIL

Your Gen-E Journey

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INSTAGRAM

Where are you in the #Gen_E Journey?

- 20 of February to 5 of May: Online Awards Applications! Apply for the awards that best suit you, but be careful, you need to have an online stand to be able to apply, so if you haven't done it yet, now is the time to build your stand!
- Mark in your calendar the 22 of May, because is Gen-E LIVE Day!
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- 27 of May is another important day, we will announce the winners of all Gen-E Online Awards, so keep an eye on your email!
- 2 to 4 of July, Gen-Ers and the entire Junior Achievement network in Europe will come together in Italy.

Link in @jaeurope's bio to see all the key dates!

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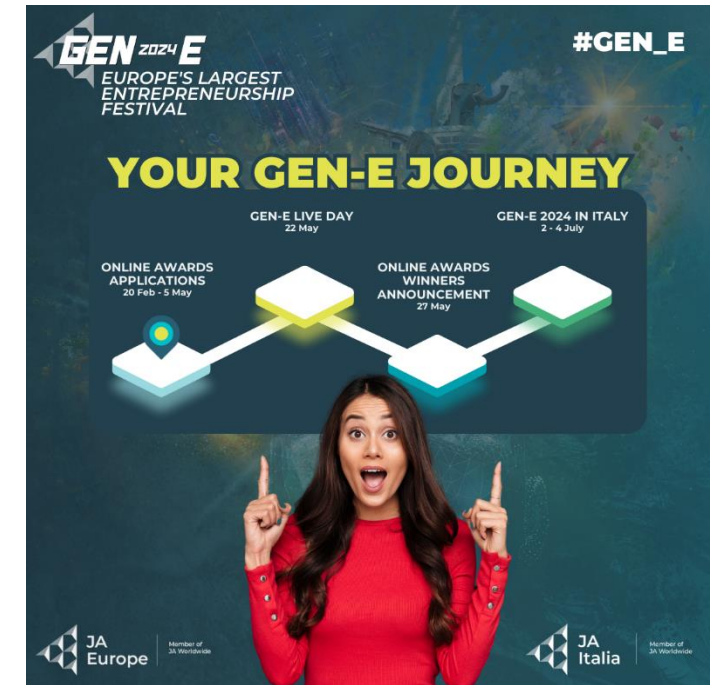
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QUESTIONS?

Get in touch!
gaia@jaeurope.org

THANK YOU



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