



# GEN 2024 E

EUROPE'S LARGEST  
ENTREPRENEURSHIP  
FESTIVAL

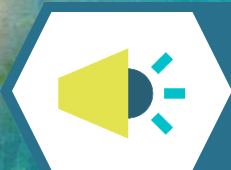
## SOCIAL MEDIA PLAN MAY 2024

# 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
1 May	Deadline to Apply for Online Awards
8 May	Gen-E LIVE Day Reminder #1
15 May	Gen-E LIVE Day Reminder #2
16 May	Gen-E LIVE Day Programme
17 May	Gen-E LIVE Day – 5 Days
20 May	Gen-E LIVE Day Reminder #3
22 May	Gen-E LIVE Day is Today!
22 May	Public Choice Award is Open
27 May	Vote for your favourite JA Business

# 1 MAY

## Deadline to Apply for Online Awards

### 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

Deadline for all JA Students!

The deadline to apply to the #Gen\_E 2023 Online Awards is fast approaching! Don't miss out on this incredible opportunity to showcase your #JACompany or #JAStartUp.

Visit [gen-e.eu](https://gen-e.eu) (link in @jaeurope's bio) to learn about the criteria and details, you can win a ticket and travel to Italy this summer.

You have time to apply until 5th of May!

### FACEBOOK

Deadline for all JA Students!

The deadline to apply to the #Gen\_E 2023 Online Awards is fast approaching! Don't miss out on this incredible opportunity to showcase your #JACompany or #JAStartUp.

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You have time to apply until 5th of May!



 Canva link

# 8 MAY

## Gen-E LIVE Day Reminder #1

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- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

Get ready for the #Gen\_E LIVE Day!

JA students from all across Europe will dive into engaging online Gen-E activities, showcasing their talents and innovations through Virtual Expo stands. And guess what? You can be part of this!

Join us on the 22nd of May at 10.30 am CEST on [gen-e.eu](https://gen-e.eu), link in @jaeurope's bio.

Be part of the movement!

### FACEBOOK/LINKEDIN/X

Get ready for the #Gen\_E LIVE Day!

JA students from all across Europe will dive into engaging online Gen-E activities, showcasing their talents and innovations through Virtual Expo stands. And guess what? You can be part of this!

Join us on the 22nd of May at 10.30 am CEST on [www.gen-e.eu](https://www.gen-e.eu)

Be part of the movement!



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# 15 MAY

## Gen-E LIVE Day Reminder #2

### 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

Get set for an unforgettable #Gen\_E LIVE Day!

You will meet students from around Europe who will shape the future of our continent with their companies and start up, meet all of them at their virtual expo and get to experience Europe's Largest Entrepreneurship Festival!

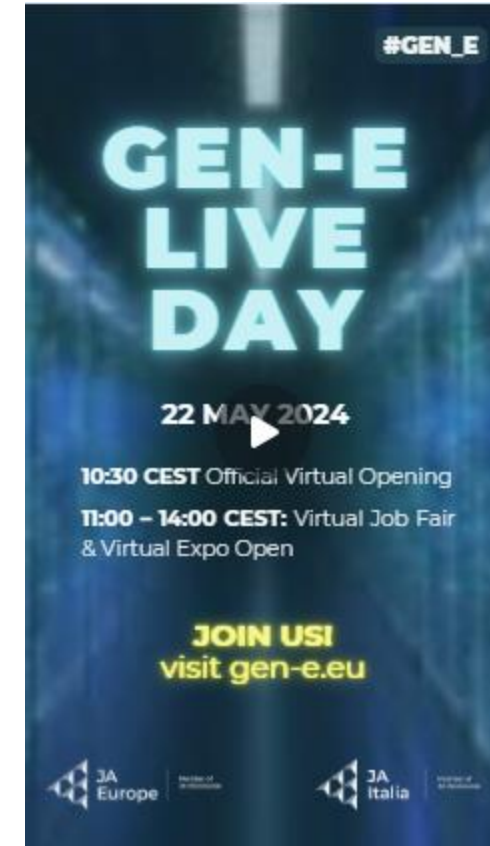
Tune in at 10.30 am CEST at [gen-e.eu](https://gen-e.eu/)! Link in @jaeurope's bio

### FACEBOOK/LINKEDIN/X

Get set for an unforgettable #Gen\_E LIVE Day!

You will meet students from around Europe who will shape the future of our continent with their companies and start up, meet all of them at their virtual expo and get to experience Europe's Largest Entrepreneurship Festival!

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 [Canva link](#)

# 16 MAY

## Gen-E LIVE Day Programme

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- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

Don't miss out on the biggest virtual event of the season, #Gen\_E 2024 LIVE Day on May 22nd!

Connect with youth exactly like you from all over Europe, attend LIVE Talks, and vote for the Public Choice Award.

10:30 CEST: Official Virtual Opening  
11:00 - 14:00 CEST: Virtual Job Fair & Virtual Expo Open  
11:00 - 14:00 CEST: Gen-E Online Awards Jury Interviews for JA Students

Tune in for the LIVE talks with @FedEx, @Avanade, @UniCredit Foundation, @ManpowerGroup

Tune in at 10.30 am CEST at [gen-e.eu](https://gen-e.eu) or check out the link in @jaeurope's bio.

### FACEBOOK/LINKEDIN/X

Don't miss out on the biggest virtual event of the season, #Gen\_E 2024 LIVE Day on May 22nd!

Connect with youth visionaries from all over Europe, attend LIVE Talks, and vote for the Public Choice Award.

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Tune in at 10.30 am CEST at [https://gen-e.eu/](https://gen-e.eu)

**GEN 2024 E**  
EUROPE'S LARGEST ENTREPRENEURSHIP FESTIVAL

#GEN\_E

### GEN-E LIVE DAY PROGRAMME

Discover JA Businesses from 40+ countries in Europe	
10:30 CEST	Official Virtual Opening
11:00 - 14:00 CEST	Virtual Job Fair & Virtual Expo Open
11:00 - 14:00 CEST	Gen-E Online Awards Jury Interviews for JA Students
Public Choice Award 2024! Vote for your favourite JA Business at their virtual stand!	

#GEN\_E

### LIVE DAY E VIRTUAL EXPO

12:10 - 12:30 CEST	Learn how the Microsoft Founders Hub can support your digital start-up!	FedEx STAND
12:40 - 13:00 CEST	Power Skills masterclass for a career in digital	Avanade STAND
13:10 - 13:30 CEST	Banking Tomorrow: Skills in Demand & Opportunities	UniCredit STAND
13:30 - 13:50 CEST	Dedicated session for youth at ManpowerGroup stand	ManpowerGroup STAND

🔍 [Canva link](#)



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# 17 MAY

## Gen-E LIVE Day – 5 Days

### 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 countdown begins! Just 5 days left until #Gen\_E LIVE Day!

Are you ready to witness the brilliance of JA students across Europe? Get set for an amazing showcase of innovation and entrepreneurship.

Don't miss out on the excitement! Join us on the 22nd of May at 10.30 am at gen-e.eu, link in @jaeurope's bio!

### FACEBOOK/LINKEDIN/X

The countdown begins! Just 5 days left until #Gen\_E LIVE Day!

Are you ready to witness the brilliance of JA students across Europe? Get set for an amazing showcase of innovation and entrepreneurship. Don't miss out on the excitement!

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🔍 Canva link



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# 20 MAY

## Gen-E LIVE Day Reminder #3

### IMPORTANT NOTES:

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- 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

We're almost there!

Just a few days left until #Gen\_E LIVE Day! Get ready to be inspired by the incredible achievements of JA students across Europe.

Join us on the 22nd of May at 10.30 am CEST at [gen-e.eu](https://gen-e.eu/), link in @jaeurope's bio!

### FACEBOOK/LINKEDIN/X

We're almost there!

Just a few days left until #Gen\_E LIVE Day! Get ready to be inspired by the incredible achievements of JA students across Europe.

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🔍 Canva link



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# 22 MAY

## Gen-E LIVE Day is Today!

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- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

Today is the day we've all been waiting for!

#Gen\_E LIVE Day is finally here! Join us on at 10.30 am CEST at [gen-e.eu](https://gen-e.eu), to celebrate the remarkable accomplishments of JA Students from across Europe.

Get ready for an unforgettable showcase of innovation and entrepreneurship, join us with the link in @jaeurope's bio!

### FACEBOOK

Today is the day we've all been waiting for!

#Gen\_E LIVE Day is finally here! Join us on at 10.30 am CEST at [https://gen-e.eu/](https://gen-e.eu), to celebrate the remarkable accomplishments of JA Students from across Europe.

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 [Canva link](#)



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# 22 MAY

## Public Choice Award is Open

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- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

Surprises never stop today!

It's officially open the Public Choice Award 2024! Vote for the JA Business you believe deserves the Public Choice Award at the #Gen\_E Virtual Expo.

Help them win an amazing trip to Brussels to get to know more Europeans institutions and JA Europe!

Link in @jaeurope's bio (visit [expo.gen-e.eu](https://expo.gen-e.eu/))!

### FACEBOOK

Surprises never stop today!

It's officially open the Public Choice Award 2024! Vote for the JA Business you believe deserves the Public Choice Award at the #Gen\_E Virtual Expo.

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# 22 MAY

## Vote for your favourite JA Business

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- The link to include to build students' virtual stand is <https://gen-e.eu/>

### INSTAGRAM

Remember to vote for your favourite JA Business!

Cast your vote for the Public Choice Award at the #Gen\_E Virtual Expo and support the JA Business that inspires you the most.

Your choice can make the difference and send the winning team on a trip to Brussels this autumn!

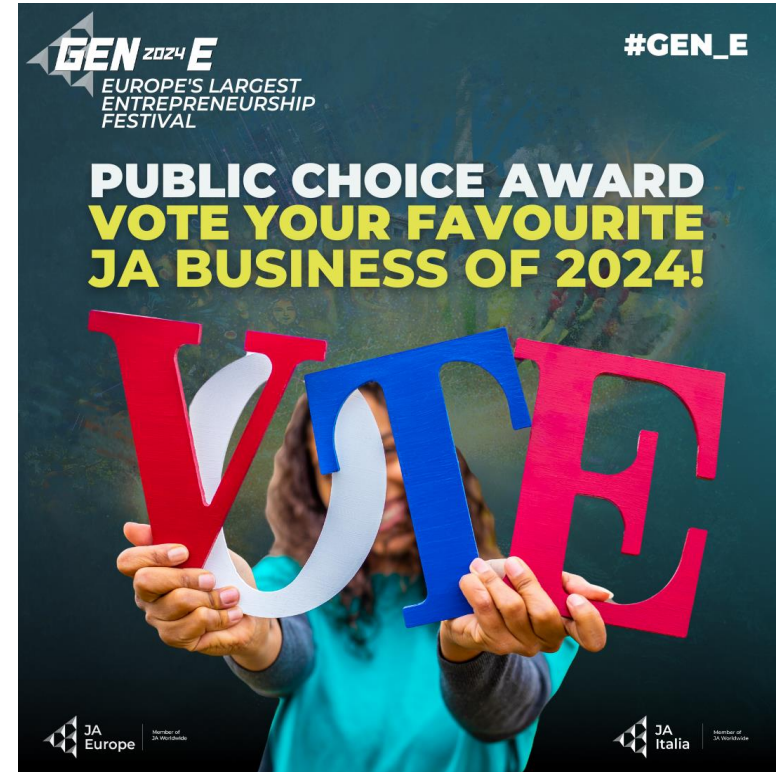
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🔍 Canva link

# QUESTIONS?

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



# THANK YOU



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**Italia**

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