

The logo for GEN 2024 E features the word 'GEN' in a large, bold, white sans-serif font, followed by '2024' in a smaller font and 'E' in a large, bold, white sans-serif font. To the left of the text is a stylized grey geometric shape resembling a star or a cluster of triangles. Below the main text, the words 'EUROPE'S LARGEST ENTREPRENEURSHIP FESTIVAL' are written in a smaller, white, all-caps sans-serif font.

GEN 2024 E

EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL

A dark blue rectangular box with white text. The text is centered and reads 'SOCIAL MEDIA PLAN' on the top line and 'JUNE & JULY 2024' on the bottom line, both in a large, bold, white sans-serif font.

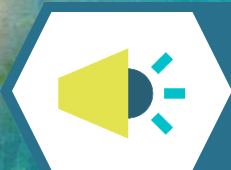
SOCIAL MEDIA PLAN JUNE & JULY 2024

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.



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SOCIAL MEDIA PLAN



OVERVIEW

DATE	CONTENT
10 June	Catania insights
13 June	Vote for your favourite JA Business
19 June	Overview of Main Awards
26 June	Vote for your favourite JA Business
27 June	Countdown to Gen-E -5
28 June	Countdown to Gen-E -4
29 June	Countdown to Gen-E -3
30 June	Countdown to Gen-E -2
1 July	Countdown to Gen-E -1
2 July	Catania on-site plan

10 JUNE

Catania Insights

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.

INSTAGRAM

#Gen_E is coming up, and soon will land in Catania, Italy! We are sure you already know plenty of things about Italy, but do you also know the city of Catania? Then swipe to get to know more this Italian city!

Resilient Rebuilding: Catania has been destroyed and rebuilt multiple times due to earthquakes and volcanic eruptions from Mount Etna. Despite these challenges, the city has continually risen from the ashes, showcasing its resilience and spirit

UNESCO World Heritage Site: The historical center of Catania is recognized as a UNESCO World Heritage Site. It's renowned for its stunning Baroque architecture, including landmarks like the Catania Cathedral and Palazzo Biscari

Elephant Fountain: The Fontana dell'Elefante, or Elephant Fountain, is a prominent symbol of Catania. It features an ancient lava stone elephant carrying an Egyptian obelisk on its back and stands in the Piazza del Duomo.

Famous Street Food: Catania is famous for its delicious street food. One of its signature dishes is "arancini," deep-fried rice balls stuffed with various fillings like meat or cheese. Another local favorite is "pasta alla Norma," made with eggplant and tomato sauce.

Mount Etna, located on the eastern coast of Sicily near Catania, is Europe's highest and one of the world's most active volcanoes.

We are waiting for you in Catania!

FACEBOOK

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13 JUNE

Vote for your favourite JA Business

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
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INSTAGRAM

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)!

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.

Help them win an amazing trip to Brussels to get to know more Europeans institutions and JA Europe! <https://expo.gen-e.eu/>



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19 JUNE

Overview of Main Awards

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
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INSTAGRAM

#Gen_E 2024 is all about celebrating entrepreneurial excellence! Here are the main awards for both Upper Secondary and University Levels:

Upper Secondary Level:

- JA Europe Company of the Year Award: Recognising mini-companies and young entrepreneurs with outstanding business acumen and entrepreneurial spirit.
- JA Europe Innovation of the Year Award: Celebrating the most innovative JA Company.

University Level:

- JA Europe Innovation of the Year Award: Awarding student start-ups with the most innovative business solutions and investment potential.
- JA Europe Start Up of the Year Award: Recognising the most viable and sustainable student start-up, with significant value already created in the real market and potential to scale.

Stay tune, the best is yet to come!

FACEBOOK

#Gen_E 2024 is all about celebrating entrepreneurial excellence! Here are the main awards for both Upper Secondary and University Levels:

Upper Secondary Level:

- JA Europe Company of the Year Award: Recognising mini-companies and young entrepreneurs with outstanding business acumen and entrepreneurial spirit.
- JA Europe Innovation of the Year Award: Celebrating the most innovative JA Company.

University Level:

- JA Europe Innovation of the Year Award: Awarding student start-ups with the most innovative business solutions and investment potential.
- JA Europe Start Up of the Year Award: Recognising the most viable and sustainable student start-up, with significant value already created in the real market and potential to scale.

Stay tune, the best is yet to come!



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26 JUNE

Vote for your favourite JA Business

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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!

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

FACEBOOK

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Cast your vote! <https://expo.gen-e.eu/>



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27 JUNE

Countdown to Gen-E -5

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
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INSTAGRAM

Only 5 days left until #Gen_E 2024, Europe's Largest Entrepreneurship Festival in Catania, Italy!

Get ready to immerse yourself in a world of innovation, inspiration, and networking.

Don't miss out on this incredible opportunity!

FACEBOOK/X/LINKEDIN

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28 JUNE

Countdown to Gen-E -4

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.

INSTAGRAM

The countdown continues! Just 4 days left until #Gen_E 2024 kicks off in Catania.

Are you ready to connect with visionary entrepreneurs, discover innovative ideas, and learn from young entrepreneurs?

Follow us!

FACEBOOK/X/LINKEDIN

The countdown continues! Just 4 days left until #Gen_E 2024 kicks off in Catania.

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29 JUNE

Countdown to Gen-E -3

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.

INSTAGRAM

Only 3 days left until #Gen_E 2024 takes over Catania!

Prepare to be inspired by keynote speakers, engage in interactive sessions, and witness the birth of future success stories.

Don't miss your chance to be part of this extraordinary entrepreneurial journey.

FACEBOOK/X/LINKEDIN

Only 3 days left until #Gen_E 2024 takes over Catania!

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Don't miss your chance to be part of this extraordinary entrepreneurial journey. More at <https://gen-e.eu/>



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30 JUNE

Countdown to Gen-E -2

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.

INSTAGRAM

We're getting closer! Just 2 days left until #Gen_E 2024, where young entrepreneurs from all over Europe gather to exchange ideas and shape the future of business.

Be ready for this!

FACEBOOK/X/LINKEDIN

We're getting closer! Just 2 days left until #Gen_E 2024, where young entrepreneurs from all over Europe gather to exchange ideas and shape the future of business.

Be ready for this!

Follow us! <https://gen-e.eu/>



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1 JULY

Countdown to Gen-E -1

IMPORTANT NOTES:

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INSTAGRAM

Tomorrow is the day! #Gen_E 2024, Europe's Largest Entrepreneurship Festival, is about to take off in Catania.

The stage is set, the speakers are ready, and the energy is electrifying. Get ready to unlock your entrepreneurial potential and embark on a journey of growth and success.

See you soon!

FACEBOOK/X/LINKEDIN

Tomorrow is the day! #Gen_E 2024, Europe's Largest Entrepreneurship Festival, is about to take off in Catania.

The stage is set, the speakers are ready, and the energy is electrifying. Get ready to unlock your entrepreneurial potential and embark on a journey of growth and success.

See you soon!

For more details, check out <https://gen-e.eu/>



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2 JULY

Catania on-site plan

IMPORTANT NOTES:

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INSTAGRAM

What will happen in Catania during #Gen_E 2024, won't stay in Catania!

Get ready for Europe's Largest Entrepreneurship Festival and spread your amazing journey as #Gen_Ers and part of the Junior Achievement family!

Share this plan with your peers and save it for later, it will be useful!

To have a look at the full plan, visit gen-e.eu. Link in @jaeurope's bio!

Don't forget to use the hashtag #Gen_E to join the conversation and share your excitement with the world!

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QUESTIONS?

Get in touch!
gaia@jaeurope.org

THANK YOU



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