

**Trace Your
Path Forward**

SOCIAL MEDIA PLAN

NOVEMBER AND DECEMBER 2024

ONE GEN-E VOICE

WANNA SPEAK GEN-E LANGUAGE?



BRANDING TOOLKIT



COMMUNICATIONS GUIDELINES



CANVA'S SHARED LINK

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 GREECE	@ja_greece	@Junior Achievement Greece	@Junior Achievement Greece	@JA_Greece

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 CONTENT TO SHARE THE GEN-E VIBE

A partial view of a classical statue, likely Nike, showing the head and wings on the left side of the slide.

OVERVIEW

DATE	CONTENT
11 November	Gen-E 2025 Video
18 November	CTA Registration
2 December	Reel
16 December	CTA Registration

11 NOVEMBER

Gen-E 2025 Video

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.

INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
At #Gen_E 2025, we're on a mission to elevate young entrepreneurs who are shaping the future!	At #Gen_E 2025, we're on a mission to elevate young entrepreneurs who are shaping the future!	At #Gen_E 2025, we're on a mission to elevate young entrepreneurs who are shaping the future!	At #Gen_E 2025, we're on a mission to elevate young entrepreneurs who are shaping the future!
Discover how this year's event will empower youth from across Europe, get ready for an unforgettable experience!	Discover how this year's event will empower youth from across Europe, get ready for an unforgettable experience!	Discover how this year's event will empower youth from across Europe, get ready for an unforgettable experience!	Discover how this year's event will empower youth from across Europe, get ready for an unforgettable experience!
Visit gen-e.eu and register!	Visit gen-e.eu and register!	Visit gen-e.eu and register!	Visit gen-e.eu and register!



 [YouTube link](#)

18 NOVEMBER

CTA Registration

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.

INSTAGRAM

Calling all #JAStudents with bold, innovative ideas! Are you ready to bring your entrepreneurial vision to life?#Gen_E 2025 is here to celebrate YOU at Europe's Largest Entrepreneurship Festival!

Join us for an experience packed with inspiration, networking, and resources to drive your dreams forward.

Register today!

FACEBOOK

Calling all #JAStudents with bold, innovative ideas! Are you ready to bring your entrepreneurial vision to life?#Gen_E 2025 is here to celebrate YOU at Europe's Largest Entrepreneurship Festival!

Join us for an experience packed with inspiration, networking, and resources to drive your dreams forward.

Register today!



 Canva link

2 DECEMBER

Reel

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.

INSTAGRAM

Ready to carve out your path to the future? #Gen_E 2025 is about innovation, community, growth.

Join us to share your ideas, learn, and connect with a community of changemakers!

Don't miss your chance to register, let's shape the future together!

LINKEDIN

Ready to carve out your path to the future? #Gen_E 2025 is about innovation, community, growth.

Join us to share your ideas, learn, and connect with a community of changemakers!

Don't miss your chance to register, let's shape the future together!



 Reel link

16 DECEMBER

CTA Registration

IMPORTANT NOTES:

- Use the official hashtag #Gen_E when sharing material online.
- Always tag JA Europe and JA Greece so that we will interact with you.

INSTAGRAM

Registration for #Gen_E 2025 is OPEN!

Join us in Athens, Greece, for Europe's Largest Entrepreneurship Festival as we celebrate the spirit of innovation and community with young entrepreneurs from across the continent.

Ready to make your mark? Register now at gen-e.eu!

FACEBOOK

Registration for #Gen_E 2025 is OPEN!

Join us in Athens, Greece, for Europe's Largest Entrepreneurship Festival as we celebrate the spirit of innovation and community with young entrepreneurs from across the continent.

Ready to make your mark? Register now at gen-e.eu!



 [Canva link](#)



JA
Europe

Member of
JA Worldwide



JA
Greece

Member of
JA Worldwide

