



Trace Your
Path Forward

SOCIAL MEDIA PLAN

JANUARY AND FEBRUARY 2025



Member of
JA Worldwide



Member of
JA Worldwide

#GEN_E

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](https://www.instagram.com/jaeurope) link in bio)
- If you don't know where to direct people, [gen-e.eu](https://www.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



OVERVIEW

DATE	CONTENT
6 January	CTA Build Your Virtual Stand
20 January	CTA Register to Gen-E Buzz
27 January	Timeline
3 February	CTA Build Your Virtual Stand
12 February	CTA Build Your Virtual Stand
24 February	Online Awards Applications Open

6 JANUARY

CTA Build Your Virtual Stand

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

Your entrepreneurial journey just got real!

The wait is over, it's time to bring your business to life at the #Gen_E Virtual Expo!

Create your virtual stand, compete for online awards, network with industry experts, and showcase your talent to the world. This is your platform. This is your time.

Start your journey to greatness today! Link in @JAEurope's bio!

FACEBOOK

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Start your journey to greatness today! Visit <https://gen-e.eu/>



 Reel link

20 JANUARY

CTA Register to Gen-E Buzz

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INSTAGRAM

Ready to feel the buzz? Step into the heart of Europe's Largest Entrepreneurship Festival with the #Gen_E Buzz Newsletter!

Whether you're new to #Gen_E or an experienced champion, the #Gen_E Buzz is your backstage pass to everything happening in the world of innovation and entrepreneurship. Don't just watch the action, be part of it!

Subscribe now via the link in @JAEurope's bio!

FACEBOOK/LINKEDIN

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Subscribe now via the links below:
- If you are a JA Student:
- If you are a visitor and want to know more:



 [Canva link](#)

27 JANUARY

Timeline

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INSTAGRAM/FACEBOOK/LINKEDIN

Your #Gen_E 2025 countdown starts NOW!

Key moments you can't miss:

- Build your virtual stand, starting from 6 January (It's go-time!)
- Online award applications, from 24 February to 4 May (Show us your brilliance!)
- Official Virtual Opening, mark 21 May on your calendar, it's the big kickoff!
- Winners announced, between 2-6 June (Will your name be on the list?)
- #Gen_E in Athens, be ready for Europe's Largest Entrepreneurship Festival from 1 to 3 July 2025 for an unforgettable experience!

This is where innovation meets inspiration. Are YOU ready for Europe's Largest Entrepreneurship Festival? Let's make it legendary! Visit <https://gen-e.eu/> to learn more!



 Canva link

3 FEBRUARY

CTA Build Your Virtual Stand

IMPORTANT NOTES:

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INSTAGRAM

Hey #Gen_E dreamers!
The spotlight is calling, and it's YOUR time to shine!

With your virtual stand at the #Gen_E Virtual Expo, you can:

- 🌟 Showcase your business to a global audience.
- 🏆 Compete for prestigious awards.
- 👥 Connect with inspiring business mentors.

Don't wait for success, it's waiting for YOU!
Start building your stand today, visit gen-e.eu in @JAEurope's bio

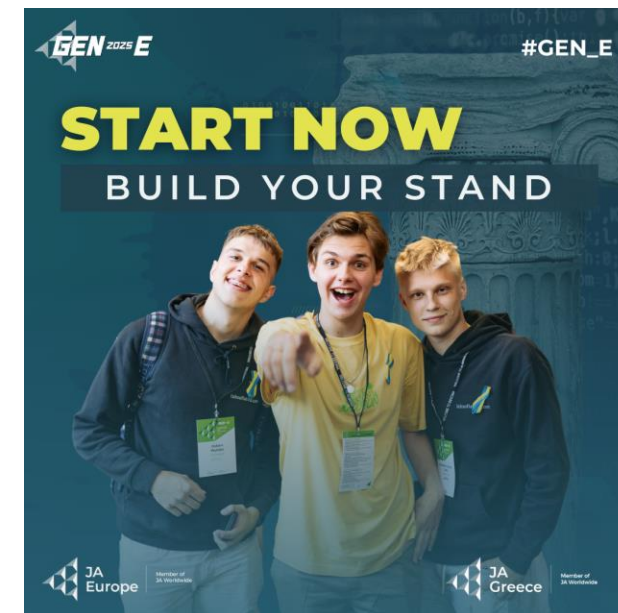
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Canva link

12 FEBRUARY

CTA Build Your Virtual Stand

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INSTAGRAM

It's time to level up, #Gen_E entrepreneurs!

Take the first step toward making your business stand out at the #Gen_E Virtual Expo.

- 🎯 Get seen by business experts.
- 💡 Share your innovative ideas.
- 🏆 Aim for award-winning success!

Your entrepreneurial dream starts here, are you ready to rise? Start building your stand today, visit gen-e.eu in JA Europe's bio

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🔍 Canva link

24 FEBRUARY

Online Awards Applications Open

IMPORTANT NOTES:

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INSTAGRAM

This is your chance to shine on the grand stage of Europe's Largest Entrepreneurship Festival.

Why Apply?

- 🏆 Compete for prestigious awards.
- 🌟 Gain recognition for your hard work and innovative ideas.
- 👥 Connect with experts and leaders who can shape your journey.

Applications are open from 24 February to 4 May 2025. Don't miss this opportunity to showcase your brilliance. Start your application today and let the world see what you're made of!

Apply at gen-e.eu, link in @JA Europe's bio



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 Canva link

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