



Trace Your
Path Forward

SOCIAL MEDIA PLAN

MARCH AND APRIL 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 INSTAGRAM NEW
POST DIMENSIONS**

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
24 March	Save the Date Virtual Opening
31 March	Reminder Online Awards Applications
8 April	Gen-E Journey
15 April	Reminder Gen-E Buzz Registration
22 April	Save the Date Virtual Opening
29 April	Reminder Online Awards Applications

24 MARCH

Save the Date Virtual Opening

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

The countdown to #Gen_E 2025 begins! Join us LIVE on 21 May at 10:00 AM CEST for the Official Virtual Opening of Europe's largest entrepreneurship festival!

This is where the journey starts, young innovators, groundbreaking ideas, and limitless possibilities all come together to kick off an unforgettable Gen-E experience.

Stay tuned for more updates, visit gen-e.eu in @JAEurope's bio

FACEBOOK/LINKEDIN

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31 MARCH

Reminder Online Awards Applications

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INSTAGRAM

Are you ready to shine on Europe's biggest entrepreneurial stage?

The #Gen_E Online Awards recognize innovation, impact, and entrepreneurial excellence. Whether you're an innovator, a problem-solver, or a sustainability champion, there's an award for you!

Applications close on 4 May, don't wait until the last minute! Visit gen-e.eu, link in @JAEurope's bio to start this journey!

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GEN 2025 E #GEN_E

APPLY TO WHAT SUITS YOU THE MOST

STEM INNOVATION
GREEN MANUFACTURING
PROJECT MANAGEMENT
ENERGY INNOVATION
FOOD TECH
DIGITAL INNOVATION
SOCIAL IMPACT
MARKET EXPANSION
AI AND TECHNOLOGY

KICK-OFF YOUR JOURNEY AT GEN-E.EU

JA Europe Member of JA Worldwide JA Greece Member of JA Worldwide

🔍 Canva link

8 APRIL

Gen-E Journey

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INSTAGRAM

The road to #Gen_E 2025 is in full motion!

- 📅 24 Feb – 4 May: Apply for Online Awards! Don't forget: You must have an online stand to apply, so if you haven't built yours yet, now is the time!
- 📅 21 May, 10:00 AM CEST: The Virtual Opening! This is where the Gen-E magic begins! Meet fellow entrepreneurs, get inspired, and kick off your journey to Athens!
- 📅 2-6 June: Online Award Winners Announced
- 📅 1-3 July: The Grand Finale in Athens

Stay on track and visit gen-e.eu for all updates, link in @JAEurope's bio!

FACEBOOK/LINKEDIN

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🔍 Canva link

15 APRIL

Reminder Gen-E Buzz Registrations

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INSTAGRAM

Want to stay ahead of all things #Gen_E 2025?

From exciting announcements to entrepreneurial insights, #Gen_E Buzz is your ultimate newsletter for everything happening in Europe's biggest entrepreneurship festival!

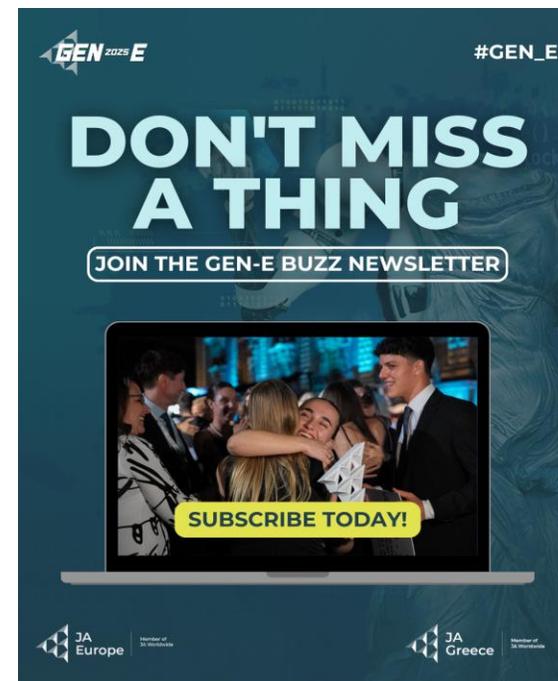
Sign up today and never miss an update!
Link in @JAEurope's bio

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Sign up today and never miss an update! [LINK TO INCLUDE](#)



Canva link

22 APRIL

Save the Date Virtual Opening

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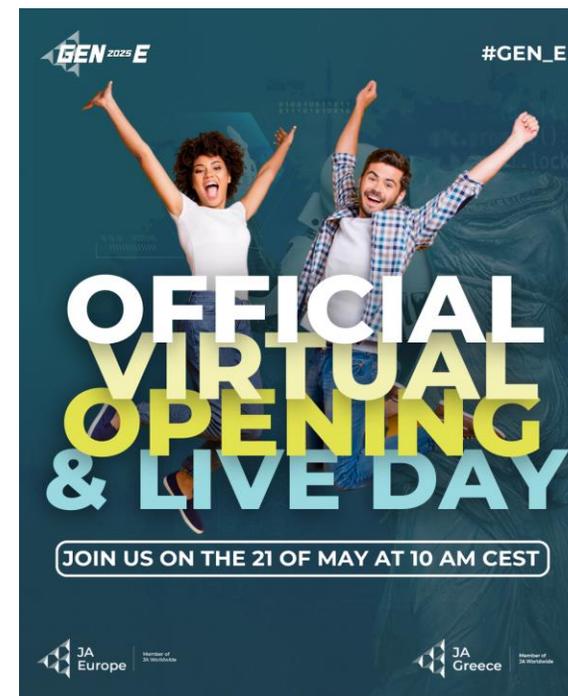
INSTAGRAM/FACEBOOK/LINKEDIN

The entrepreneurial stage is set!

On 21 May at 10:00 AM CEST, we officially launch #Gen_E 2025 with a virtual opening that sets the tone for Europe's biggest celebration of young entrepreneurs!

From innovative ideas to tech-driven solutions, this event is the gateway to an exciting journey toward Athens in July!

Don't miss it! Mark your calendars and get ready!



 [Canva link](#)

29 APRIL

Reminder Online Awards Applications

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INSTAGRAM

Time is running out! Want to be recognized for your entrepreneurial talent? The #Gen_E Online Awards give you the chance to win exclusive prizes and take your start-up to the next level!

Deadline is on the 4 May and you must have an online stand to apply, so get yours ready!

Start your journey by visiting gen-e.eu link in @JAEurope's bio!

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