

**Trace Your
Path Forward**

SOCIAL MEDIA PLAN

MAY 2025

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](#) 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

OVERVIEW

DATE	CONTENT
1 May	Last reminder for online awards applications
6 May	Save the Date Official Virtual Opening
9 May	Pulse Z is LIVE!
13 May	Join Gen-E Newsletter
20 May	Save the Date Official Virtual Opening
21 May	Join us today!
21 May	Visit the Gen-E Virtual Expo
28 May	Pulse Z Media Entrepreneurship Courses

1 MAY

Last reminder for online awards applications

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

LAST CHANCE!

Are you a student with a bold idea, a passion for innovation, or a project that's making real change in your community? This is your last chance to apply for the #Gen_E Online Awards and earn a place at Gen-E 2025 in Athens, Europe's largest youth entrepreneurship festival!

These awards celebrate the next generation of changemakers, like YOU, who are building businesses and solutions that tackle real-world challenges in areas like: STEM, sustainability, food, social impact and more!

Winners will not only gain recognition, but also join the Gen-E stage in Athens, where students from across Europe will come together to share ideas, pitch innovations, and connect with industry leaders.

Apply by visiting gen-e.eu, with the link in our bio!

FACEBOOK

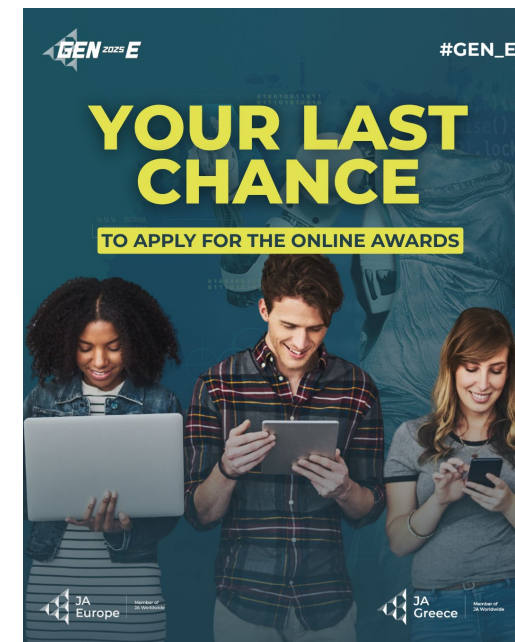
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Apply by visiting <https://gen-e.eu/>



 Canva link

6 MAY

Save the Date Official Virtual Opening

IMPORTANT NOTES:

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INSTAGRAM

The wait is almost over, #Gen_E 2025 officially kicks off on 21 May with our Official Virtual Opening and Live Day, and you're invited to be part of it!

Starting at 10:00 AM CEST, we'll launch this year's Gen-E experience with an exciting programme that celebrates the creativity, drive, and entrepreneurial spirit of young people from across Europe.

- ◊ 10:00 AM CEST – Official Virtual Opening Ceremony
Celebrate the start of a journey that connects students, educators, and partners through innovation, purpose, and possibility.
- ◊ 10:30 – 12:00 CEST – Online Awards Jury Interviews
Watch as top student teams present their ideas to expert juries across various categories, from STEM and digital innovation to sustainability and social impact.

Whether you're cheering on your team, curious to see what Europe's future leaders are building, or simply looking for inspiration, this is the day to show up and tune in.

Join us LIVE on 21 May, link in our bio to gen-e.eu

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9 MAY

Pulse Z is LIVE!

IMPORTANT NOTES:

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INSTAGRAM

[Pulse Z](#) website is LIVE, just in time for #Gen_E 2025, Europe's biggest celebration of youth entrepreneurship and innovation!

Pulse Z is more than a platform; it's a new community for young journalists, content creators, and media enthusiasts to learn, create, and connect. Whether you're passionate about storytelling, eager to explore new ideas, or ready to shape the conversations that define Europe, Pulse Z is your space to shine.

With expert mentorship, real publishing opportunities, and a diverse network, Pulse Z empowers you to tell your story and build your future in media, just as Gen-E empowers the next generation of entrepreneurs.

Join us at [pulse-z.eu](https://www.pulse-z.eu)

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 Canva link

13 MAY

Join Gen-E Newsletter

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INSTAGRAM

Stay in the Loop with #Gen_E Buzz! Want the latest updates, exclusive stories, and behind-the-scenes moments from Europe's biggest youth entrepreneurship festival?

Subscribe to the Gen-E Buzz newsletter and get insider access to:

- 📱 Inspiring student stories
- 🏆 Award and event announcements
- 🌟 Gen-E 2025 highlights and surprises
- 🌐 Opportunities to connect, learn, and grow

Whether you're a student, educator, alumni, or supporter, Gen-E Buzz is your go-to guide for all things Gen-E.

Subscribe now and be part of the movement, link in @JA Europe's bio!

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Subscribe now and be part of the movement,
 - If you are a JA Student: <https://jaeurope.us13.list-manage.com/subscribe?u=f820693054422624bca25d164&id=8250b0c3f2>
 - If you are a visitor and want to know more: <https://mailchi.mp/gen-e.eu/gen-e-2025-newsletter>



🔍 Canva link

GEN_E

20 MAY

Save the Date Official Virtual Opening

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INSTAGRAM

Tomorrow is the day!
We're bringing together Europe's brightest young minds for a day full of innovation, energy, and entrepreneurial spirit. It's your chance to witness the kickoff of an incredible journey toward #Gen_E 2025 in Athens!

Here's what's happening:

🕒 10:00 AM CEST – Official Virtual Opening of Gen-E 2025

A moment to celebrate the power of youth-led innovation and set the tone for what's to come.

🕒 10:30–12:00 CEST – Online Awards Jury Interviews
Watch student teams present their ideas to expert juries in categories that tackle real-world challenges, from green manufacturing to digital innovation.

Whether you're a student, educator, alumni, or supporter, this is your chance to be inspired by the next generation of changemakers.

Join us tomorrow via gen-e.eu, link in our bio!

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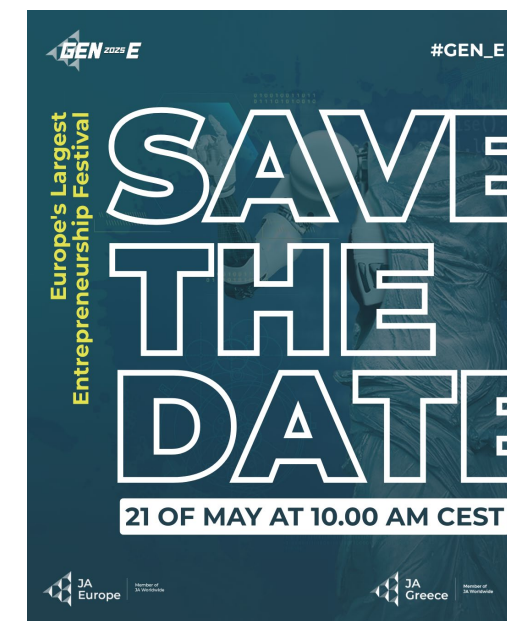
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21 MAY

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INSTAGRAM

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The Official Virtual Opening of #Gen_E 2025 is LIVE today! Join us as we kick off Europe's biggest celebration of youth entrepreneurship.

Starting at 10:00 AM CEST, we're welcoming students, educators, partners, and changemakers from across the continent to begin this incredible journey together.

What to expect:
Opening Ceremony
Inspiring messages
A glimpse at what's ahead for Gen-E 2025
Online Awards Jury Interviews (10:30–12:00 CEST)

Join us live via gen-e.eu, link in our bio!

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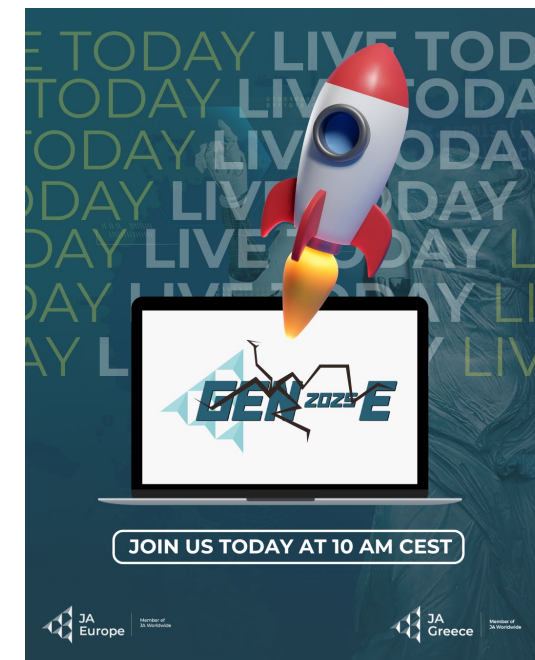
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 Canva link

21 MAY

Visit the Gen-E Virtual Expo

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INSTAGRAM

Step inside the future: #Gen_E 2025's Virtual Expo is now OPEN!

Discover brilliant student-led startups, innovative business ideas, and entrepreneurial projects from across Europe, all in one digital space.

- 🚀 Explore virtual stands
- 💡 Watch project videos
- 🤝 Connect with teams

Whether you're an educator, supporter, or future founder, the Virtual Expo is the perfect place to get inspired and support Europe's young entrepreneurs

Visit now and start exploring, check out the Gen-E Virtual Expo with the link in our bio!

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28 MAY

Pulse Z Media Entrepreneurship Courses

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INSTAGRAM

The [Pulse Z](#) Platform, Europe's hub for young creators, journalists, and media entrepreneurs!

Explore Pulse Z's Media Entrepreneurship Courses:

- ☒ Media Entrepreneurship Fundamentals
- ☒ Audience Growth & Engagement
- ☒ Branding & Self-Promotion
- ☒ Sustainable Business Strategies
- ☒ Leadership & People Skills

With expert-led courses and a vibrant community, Pulse Z gives you the tools to turn your ideas into action, connect with peers across Europe, and build your future in media.

Start your journey today at [pulse-z.eu!](#)

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 Canva link



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