

Trace Your
Path Forward

SOCIAL MEDIA PLAN

JUNE 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

A partial view of a bronze statue of Nike, showing her winged arm and part of her torso, positioned on the left side of the slide.

OVERVIEW

DATE	CONTENT
4 June	Online vote reminder
11 June	Athens insights
18 June	Main awards overview
24 June	Online vote reminder
26 June	Countdown to Gen-E -5
27 June	Countdown to Gen-E -4
28 June	Countdown to Gen-E -3
29 June	Countdown to Gen-E -2
30 June	Countdown to Gen-E -1

4 JUNE

Online awards reminder

IMPORTANT NOTES:

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

Europe's next great entrepreneur might just be one vote away, from yours. At #Gen_E 2025, over 2,000 student-led businesses are showcasing bold, creative, and impact-driven ideas at the Virtual Expo. These are real companies created by real students tackling real-world challenges, from sustainability to digital innovation, health, fashion, social impact, and more.

Every vote gives young entrepreneurs visibility, confidence, and a shot at success. Link in our bio to vote for your favourite JA Business in the Gen-E Virtual Expo!

FACEBOOK

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Every vote gives young entrepreneurs visibility, confidence, and a shot at success. Visit <https://expo.gen-e.eu/>



Canva link

11 JUNE

Athens insights

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INSTAGRAM/FACEBOOK/LINKEDIN

Get ready, #Gen_E 2025 is heading to one of the most legendary cities in Europe: Athens!

Here are 5 fun facts that make this city the perfect place to celebrate youth innovation:

- 1 Europe's oldest capital, with over 3,400 years of history, Athens is one of the oldest continuously inhabited cities in the world.
- 2 Birthplace of democracy, the first known democratic system began here around 500 B.C.
- 3 Named after a goddess, Athena, goddess of wisdom, won naming rights by gifting the olive tree, symbol of peace and prosperity.
- 4 Home of the marathon, inspired by the legendary run from marathon to Athens after the Persian battle victory.
- 5 Where theater was born, Athens has nearly 150 active theaters today, and it's where the first plays were ever staged.

See you on the ground 1-3 July for Gen-E 2025 in Athens, where history meets innovation.



[Canva link](#)

18 JUNE

Main awards overview

IMPORTANT NOTES:

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INSTAGRAM

At #Gen_E 2025, it's not just about competing, it's about being recognised for excellence in innovation, leadership, and impact.

Here are the top awards up for grabs this year:

- 🎓 Upper Secondary Level
- 🏆 JA Europe Company of the Year Award, awarded to the team that best demonstrates business acumen, creativity, and entrepreneurial spirit.
- 💡 JA Europe Innovation of the Year, spotlighting students who created original, high-impact solutions during the Company Programme

- 🎓 University Level
- 🏆 JA Europe Start Up of the Year Award, celebrating top-performing student start-ups who embody the future of European enterprise.
- 💡 JA Europe Innovation of the Year, recognising breakthrough thinking and problem-solving from university innovators.

Who will take the stage in Athens? Stay tuned! Link in our bio to gen-e.eu to know all the details about the main awards

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Who will take the stage in Athens? Stay tuned! More details available on <https://gen-e.eu/award-category/main/>



🔍 Canva link

24 JUNE

Online awards reminder

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INSTAGRAM

With #Gen_E 2025 in full swing, the clock is ticking to vote for your favourite student-run business in the Virtual Expo. This is your opportunity to back the ideas, creativity, and passion of Europe's youngest innovators. From circular fashion to AI-powered health tools, green tech to education platforms, these students aren't just imagining the future; they're building it.

Your vote can help turn a dream into a launchpad. Support your favourite now in the Gen-E Virtual Expo.

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<https://expo.gen-e.eu/>



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26 JUNE

Countdown to Gen-E -5

IMPORTANT NOTES:

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INSTAGRAM/FACEBOOK

In just 5 days, the energy of #Gen_E 2025 will take over Athens. Get ready for bold pitches, inspiring stories, and powerful connections as Europe's top student entrepreneurs gather to compete, connect, and create.

The stage is almost set, are you?



 Canva link

27 JUNE

Countdown to Gen-E -4

IMPORTANT NOTES:

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

In 4 days, Europe's most innovative student businesses meet face to face in Athens at #Gen_E 2025 to compete for the top titles in youth entrepreneurship.

- ☒ Are your bags packed?
- ☒ Pitch polished?
- ☒ Passion ready?

Let's go!



 Canva link

28 JUNE

Countdown to Gen-E -3

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

The countdown is real, only 3 days until #Gen_E lands in Athens! From workshops and networking to live pitches and awards, it's going to be unforgettable.

Let the prep, excitement, and Insta-worthy moments begin.



 Canva link

29 JUNE

Countdown to Gen-E -2

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

Pitch decks? Ready.
Ideas? Bold.
Energy? 🔥 🔥 🔥

In just 2 days, student innovators from across Europe will arrive in Athens at #Gen_E to show the world what the next generation of entrepreneurship looks like.



 [Canva link](#)

30 JUNE

Countdown to Gen-E -1

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

Tomorrow's the day!
Athens is ready, the teams are arriving, and the #Gen_E spirit is in full swing

Follow along, show your support, and get ready for the biggest youth entrepreneurship event in Europe, live from 1 July!



 Canva link



JA
Europe

Member of
JA Worldwide



JA
Greece

Member of
JA Worldwide

