

#GEN_E

GEN 2023 E

EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL



ISTANBUL



11 -14 JULY 2023



#GEN_E

SOCIAL MEDIA PACK

NOVEMBER/DECEMBER 2022



GENERAL INFO

TAGS

Tag JA Europe 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
@jaeurope	@JAEurope	@JA Europe	@JA_Europe

HASHTAGS

Use the **#Gen_E** hashtag to help us increase impressions and results in the social media activity. 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 (and that's amazing!) 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.

VISUALS

All the visuals will be available on Canva in case you need to apply any changes. You can find the videos uploaded in the gen-e.eu dashboard.

[GEN-E 2023 SQUARE FORMAT](#)

[GEN-E 2023 INSTAGRAM STORIES FORMAT](#)

More templates will be provided in the upcoming months. If other formats/versions are needed or do you need some help, get in contact with gaia@jaeurope.org

OVERVIEW

DATE	CONTENT
2 NOVEMBER	DATE RELEASE
16 NOVEMBER	REGISTER
30 NOVEMBER	REGISTRATION REMINDER
14 DECEMBER	REGISTER

02 NOVEMBER 2022 – DATE RELEASE

VISUAL TO INCLUDE: <https://www.youtube.com/watch?v=JzqhJWJtu24>
THE LINK in the copy is referred to gen-e.eu

INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
The bridge between Europe and Asia is ready to host #Gen_E, Europe's Largest Entrepreneurship Event!	The bridge between Europe and Asia is ready to host #Gen_E, Europe's Largest Entrepreneurship Event!	The bridge between Europe and Asia is ready to host #Gen_E, Europe's Largest Entrepreneurship Event!	The bridge between Europe and Asia is ready to host #Gen_E, Europe's Largest Entrepreneurship Event!
Mark in your agenda 11 to 14 of July 2023 to cheer for your favourite company and start up!	Mark in your agenda 11 to 14 of July 2023 to cheer for your favourite company and start up!	Mark in your agenda 11 to 14 of July 2023 to cheer for your favourite company and start up!	Mark in your agenda 11 to 14 of July 2023 to cheer for your favourite company and start up!
Register to #Gen_E! Link in our bio!	Register to #Gen_E! LINK	Register to #Gen_E! LINK	Register to #Gen_E! LINK

16 NOVEMBER 2022 – REGISTER

VISUAL TO INCLUDE: You can find the visual in the Canva link, included in at the beginning of this presentation.
THE LINK in the copy is referred to gen-e.eu

INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
If you are a JA student register yourself to #Gen_E 2023.	If you are a JA student register yourself to #Gen_E 2023.	Curious about #Gen_E 2023?	Curious about #Gen_E 2023?
You can start get to know new people from all over Europe and become part of our Alumni Community!	You can start get to know new people from all over Europe and become part of our Alumni Community!	Do you want to know some sneak peeks of Europe's Largest Entrepreneurship Event?	Do you want to know some sneak peeks of Europe's Largest Entrepreneurship Event?
Link in our bio!	Register: LINK	Register yourself here LINK to receive updates!	Register yourself here LINK to receive updates!

30 NOVEMBER 2022 – REGISTRATION REMINDER

VISUAL TO INCLUDE: <https://www.youtube.com/watch?v=StLjpnzJU>
THE LINK in the copy is referred to gen-e.eu

INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
Did you miss the latest news? Now is that time of the year! You can register to #Gen_E 2023!	Did you miss the latest news? Now is that time of the year! You can register to #Gen_E 2023!	Istanbul is waiting!	Istanbul is waiting!
Mark in your agenda 11 to 14 of July 2023 for Europe's Largest Entrepreneurship Festival!	Mark in your agenda 11 to 14 of July 2023 for Europe's Largest Entrepreneurship Festival!	Mark in your agenda 11 to 14 of July 2023 for Europe's Largest Entrepreneurship Event!	Mark in your agenda 11 to 14 of July 2023 for Europe's Largest Entrepreneurship Event!
Istanbul is waiting for you!	Istanbul is waiting for you!	Register on https://gen-e.eu/	Register on https://gen-e.eu/
Register on gen-e.eu! Link in our bio!	Register on https://gen-e.eu/		

14 DECEMBER 2022 – REGISTER

VISUAL TO INCLUDE: You can find the visual in the Canva link, included in at the beginning of this presentation.
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INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
If you are a JA student register yourself to #Gen_E 2023.	If you are a JA student register yourself to #Gen_E 2023.	Curious about #Gen_E 2023?	Curious about #Gen_E 2023?
You can start get to know new people from all over Europe and become part of our Alumni Community!	You can start get to know new people from all over Europe and become part of our Alumni Community!	Do you want to know some sneak peeks of Europe's Largest Entrepreneurship Event?	Do you want to know some sneak peeks of Europe's Largest Entrepreneurship Event?
Link in our bio!	Register: LINK	Register yourself here LINK to receive updates!	Register yourself here LINK to receive updates!

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