

#GEN_E

GEN 2023 E

EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL



ISTANBUL



11 -14 JULY 2023



#GEN_E

SOCIAL MEDIA PACK

MAY 2023



GENERAL INFO

TAGS

Tag JA Europe and JA Turkiye 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
@gencbasariegitimvakfi	@GencBasari	@Genç Başarı Eğitim Vakfı	@GencBasari

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 changes (**please, do not delete for any reason the English version, always create a copy on that file or in a new one to allow everybody to have the mother file untouched**). If a video is mentioned on the social media posts, 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
3 MAY	DEADLINE TO REGISTER AND APPLY
10 MAY	AGENDA FOR THE 24 th MAY
17 MAY	24/5 REMINDER
24 MAY	VISIT EXPO
24 MAY	AFTER VIRTUAL EXPO OPENING
25 MAY	PUBLIC CHOICE AWARD

3 MAY – DEADLINE TO REGISTER AND APPLY

INSTAGRAM & FACEBOOK

Have you registered your #JABusiness and applied for our #Gen_E 2023 Online Awards? You still have time until the 8th of May!

Do you need a recap of all the online awards available?

Have a look at gen-e.eu (link in our bio) to get to know about the criteria and much more details!

LAST CHANCE TO REGISTER AND APPLY FOR THE ONLINE AWARDS

JA Europe Member of JA Worldwide

JA Turkiye Member of JA Worldwide

10 MAY – AGENDA FOR THE 24th MAY

INSTAGRAM & FACEBOOK

Ready for the Gen-E 2023 Official Virtual Opening?

Mark in your agenda the key moments of the day:
10 CEST Official Opening (Virtual)
10 - 12 CEST Virtual Expo LIVE | Get ready to have a lot of visitors at your stands!)
14 - 16 CEST Virtual Job Fair LIVE | Want to work at your dream company? Check out what opportunities we do have, you might find an amazing job to start your career!

Join us!

LINKEDIN

Ready for the Gen-E 2023 Official Virtual Opening?

Mark in your agenda the key moments of the day:
10 CEST Official Opening (Virtual)
10 - 12 CEST Virtual Expo LIVE | You can finally visit JA Students' stands!
14 - 16 CEST Virtual Job Fair LIVE | At this session, #JAYouth will have the chance to engage with companies to get to know each others and who know, they might find their dream job.

Join us!

GEN 2023 E #GEN_E

THE OFFICIAL VIRTUAL OPENING IS COMING!
24 MAY

10 CEST Official Opening Virtual
10 - 12 CEST Virtual Expo LIVE
14 - 16 CEST Virtual Job Fair LIVE

FOLLOW THE LIVE AT GEN-E.EU

JA Europe | Member of JA Worldwide | JA Turkiye | Member of JA Worldwide

17 MAY – 24/5 REMINDER

INSTAGRAM, FACEBOOK & LINKEDIN

In 7 days, #Gen_E 2023 will be Official Open Virtually!

Are you ready? Follow the live and all the key moments from gen-e.eu



24 MAY – VISIT EXPO

INSTAGRAM	FACEBOOK	LINKEDIN
<p>Have you missed the opening this morning?</p> <p>You can re-watch it from the link in our bio!</p> <p>What will happen next? Get ready for this afternoon at 2 pm CEST, the Virtual Job Fair opens to all JA Students!</p> <p>Check out gen-e.eu, link in our bio to join!</p>	<p>Have you missed the opening this morning? You can re-watch it in our YouTube account LINK</p> <p>What will happen next? Get ready for this afternoon at 2 pm CEST, the Virtual Job Fair opens to all JA Students!</p> <p>Check out gen-e.eu to join!</p>	<p>Have you missed the opening this morning? You can re-watch it in our YouTube account LINK</p> <p>What will happen next? Get ready for this afternoon at 2 pm CEST, the Virtual Job Fair opens to all JA Students!</p> <p>Check out gen-e.eu to join!</p>

25 MAY – PUBLIC CHOICE AWARD

INSTAGRAM, FACEBOOK & LINKEDIN

Now that we officially opened #Gen_E 2023, you have the chance to invite everybody to vote for the best #JACompany and #JAStartUp!

Check out the #Gen_E Virtual Expo and vote for your favourite! Link in our bio



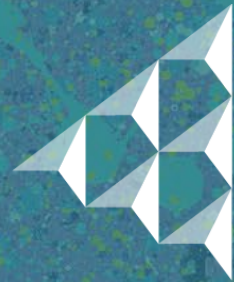
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**JA
Europe**

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