

#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

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PUBLIC CHOICE AWARD

INSTAGRAM & FACEBOOK

It's time to cast your votes for the Public Choice Award at #Gen_E! All of you can support your favourite #JAStartUp and #JACompany. Voting is open until July 11th, so you have plenty of time to show your love and appreciation for these talented young entrepreneurs.

How to Vote? It's super easy! Just follow these steps:

1. Visit expo.gen-e.eu
2. Go to the expo section and visit the dedicated section for #JA StartUp and #JACompany
3. Click on the "Vote Now" button next to your preferred choice.
4. You can vote for multiple entries, so go ahead and support as many as you like!

Let's come together as a vibrant community and celebrate the incredible achievements of these young minds. By voting, you play a crucial role in determining who will be crowned with the prestigious Public Choice Award!

Special thanks to @AT&T and @Arconic for supporting these young entrepreneurs!

WE WILL SEE EACH OTHER IN ISTANBUL

INSTAGRAM, FACEBOOK & LINKEDIN

Get ready for #Gen_E 2023, Europe's Largest Entrepreneurship Event!

Mark your calendars: 11th to 14th July, Istanbul is the place to be for all aspiring entrepreneurs, innovators, and visionaries!

Witness the most promising #JAStartUps, #JACompanies and their groundbreaking ideas. Discover disruptive innovations, explore investment opportunities, and be part of the future of entrepreneurship.

Immerse yourself in the vibrant and historic city of Istanbul, a melting pot of cultures and ideas. From its iconic landmarks to its bustling startup ecosystem, Istanbul sets the stage for an unforgettable entrepreneurial experience.

Don't miss out on this extraordinary opportunity to shape the future of entrepreneurship!

Visit gen-e.eu

5 FUN FACTS OF ISTANBUL

INSTAGRAM & FACEBOOK

Discover Istanbul in 5 Fun Facts!

The Grand Bazaar: Explore the world's biggest covered market in Istanbul! Operating since 1461, this bustling marketplace spans 61 streets and boasts a staggering 3,000 shops. With a daily influx of 250,000 to 400,000 customers, it's a shopaholic's paradise!

Istanbul's Populous Power: Did you know that Istanbul, with a population of 13 million and still growing, has the same number of residents as Belgium? This vibrant city stands tall among Europe's most populous regions.

Bridge Between Continents: Istanbul holds a unique title—it's the only city in the world that bridges two continents, Asia and Europe. Experience the mesmerizing blend of cultures, where East meets West in a harmonious fusion.

Hills Inspired by Rome: Istanbul, once known as Constantinople in honor of the Roman Emperor Constantine the Great, was built on seven hills, mirroring the seven hills of Rome. Stroll through the city's charming neighborhoods and soak in the historical ambiance!

Galata Tower's Panoramic View: Originally constructed in 1348 as a prison for war captives, the Galata Tower now offers a breathtaking 360-degree observation platform. Capture Istanbul's sprawling beauty from above and be captivated by its stunning skyline!

Be ready to explore this magical city at #Gen_E 2023!

GET READY FOR ISTANBUL!

INSTAGRAM & FACEBOOK

What will happen in Istanbul during #Gen_E 2023, won't stay in Istanbul!

Get ready for Europe's Largest Entrepreneurship Event and spread your amazing journey as #Gen_Ers and part of the Junior Achievement family!

Share this plan with your peers and save it for later, it will be useful!

To have a look at the full plan, visit gen-e.eu. Link in our bio!

Don't forget to use the hashtag #Gen_E to join the conversation and share your excitement with the world!

Let's make #Gen_E 2023 an event to remember!

LINKEDIN

What will happen in Istanbul during #Gen_E 2023, won't stay in Istanbul!

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Stay tuned for updates, behind-the-scenes moments, and exclusive content by following us on our social media channels!

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