

#GEN_E

GEN 2023 E

EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL



ISTANBUL



11 -14 JULY 2023



#GEN_E

SOCIAL MEDIA PACK

JULY 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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13 JULY	FOLLOW THE LIVE AWARDS CEREMONY

ONLINE VOTES

INSTAGRAM & FACEBOOK

Get ready to make a difference at #Gen_E by casting your votes for the Public Choice Award! It's time to rally behind your favorite #JAStartUp and #JACompany and show them your support. The voting window is open until July 11th!

Here's how you can participate and vote effortlessly:

- 1 - Visit <https://expo.gen-e.eu/> and immerse yourself in the virtual experience.
- 2- Explore the expo section and find the dedicated area for #JAStartUp and #JACompany.
- 3- Simply click the "Vote Now" button next to your preferred choice.
- 4- Feel free to vote for multiple entries and help uplift as many deserving candidates as possible!

Join the movement!



IPHONE CHALLENGE

ONLY ON INSTAGRAM

Hey #Gen_Ers!

This week in Istanbul it's your chance to create a Reel that encapsulates the spirit of #Gen_E 2023 and grabs everyone's attention.

Remember to tag @jaeurope and @salvatoreniagroofficial, use the hashtags #Gen_E and #JASstudents, and get ready to win an iPhone 13!

Show the world what you're capable of and leave your entrepreneurial legacy. You've got this!



OPENING CEREMONY

ALL CHANNELS

Just few minutes left until the grand opening of #Gen_E 2023: Europe's Largest Entrepreneurship Event!

The countdown is on! The doors of #Gen_E 2023 will open wide, revealing a world of possibilities for young entrepreneurs.

Join us as we shape the future of business together.

Follow the LIVE streaming today at 9 am GMT + 3 at <https://gen-e.eu/> or @JA Europe's YouTube channel <https://www.youtube.com/@JAEurope>

GEN 2023 E **#GEN_E**

OFFICIAL OPENING
WE ARE ABOUT TO GO LIVE
FOLLOW IT AT GEN-E.EU

JA Europe Member of JA Worldwide **JA Türkiye** Member of JA Worldwide

YOUTH EMPOWERMENT THROUGH EDUCATION #1

ALL CHANNELS

Join us at #Gen_E 2023 in Istanbul for a dynamic session on "Youth Empowerment through Education."

We'll dive into strategies for empowering underserved youth through innovation, entrepreneurship, and technology.

Follow @JAEurope LIVE Tweeting between 16:00 and 18:00 GMT +3

Get ready to be inspired!
#EconomicOpportunitiesForAll @NN_Group

GEN 2023 E PRESENTS
#EconomicOpportunitiesForAll

**YOUTH EMPOWERMENT
THROUGH EDUCATION**
FOCUS ON UNDERSERVED YOUTH

12 JULY 2023, 16:00 - 18:00
AT GEN-E 2023

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

FOLLOW THE LIVE TWEETING
@JA_Europe

YOUTH EMPOWERMENT THROUGH EDUCATION #2

TWITTER/LINKEDIN

Education is the passport to economic empowerment. Together, let's break down barriers and provide quality education for underserved youth, unlocking their potential for a prosperous future.

#EconomicOpportunitiesForAll #Gen_E
@NN_Group



CHEER FOR XX COUNTRY

ALL CHANNELS

Get ready to cheer for **[INCLUDE YOUR COUNTRY]** at the electrifying #Gen_E 2023 Awards Ceremony tonight!

Join us as we celebrate the achievements of student entrepreneurs from all over Europe. Let's unite and showcase the entrepreneurial spirit that knows no boundaries!

Follow the LIVE streaming at 18 pm at <https://gen-e.eu/> or @JA Europe's YouTube channel <https://www.youtube.com/@JAEurope>

GEN 2023 E **#GEN_E**

READY TO CHEER FOR YOUR COUNTRY?

FOLLOW THE LIVE AT GEN-E.EU

6.30 pm GMT + 3 | 5.30 pm GMT + 2

JA Europe | Member of JA Worldwide

JA Türkiye | Member of JA Worldwide

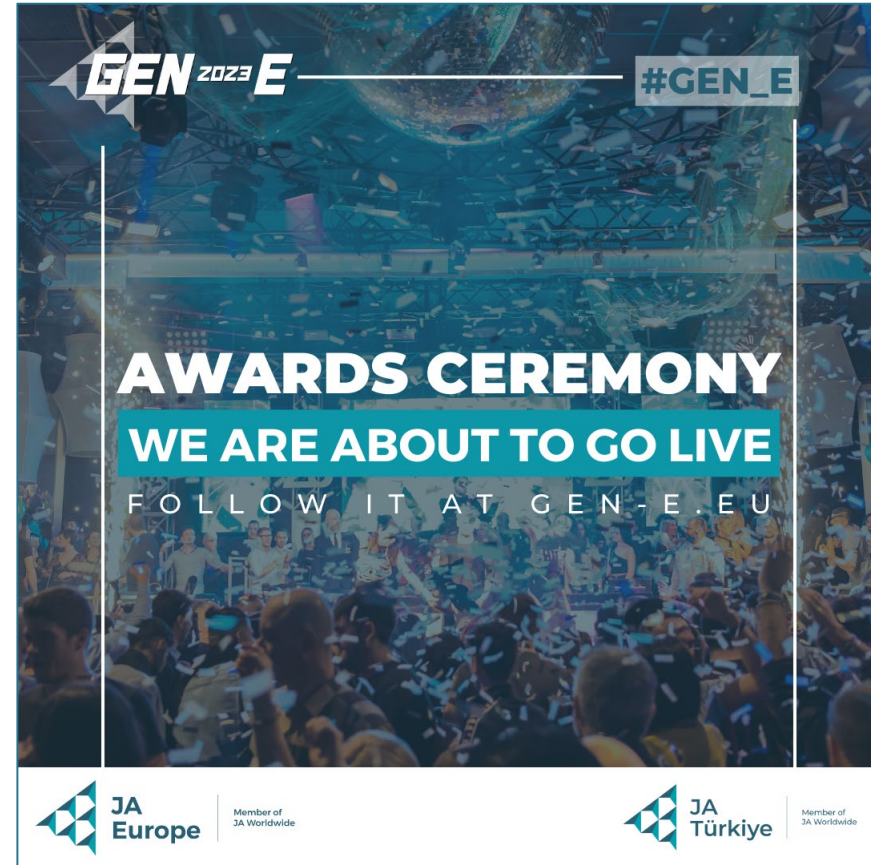
FOLLOW THE LIVE AWARDS CEREMONY

ALL CHANNELS

Just few minutes left until the highly anticipated #Gen_E 2023 Awards Ceremony goes LIVE!

Join us as we celebrate the outstanding achievements of students who have demonstrated exceptional entrepreneurial prowess.

Follow the LIVE streaming at 18 pm at <https://gen-e.eu/> or @JA Europe's YouTube channel <https://www.youtube.com/@JAEurope>



ORGANISED BY



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