
ARMED FORCES COVENANT SIGNING MEDIA PACK

A guide to
publicising your
pledge.



ARMED FORCES

COVENANT

Many congratulations on signing the Armed Forces Covenant (AFC).

This guide is intended to provide some suggestions on how you may best share and publicise your signing. For further information on the AFC, you can also visit the AFC [website](#).

What is the AFC?

The AFC is a promise from the Nation that those who serve or have served in the Armed Forces, and their families, are treated fairly.

It is a pledge that together we acknowledge and understand that those who serve or who have served in the Armed Forces, and their families, should be treated with fairness and respect in the communities, economy and society they serve with their lives.

The Covenant supports serving Regular and Reserve personnel, service leavers, veterans, and their families, and is fulfilled by the different groups that have committed to making a difference.

Publicising your Armed Forces Covenant Online

If you plan to share your AFC news online, we've included some assets and examples below to help you share your content. Please do tag us so we can interact with your content:

- Facebook: @Lowland Reserve Forces' and Cadets' Association
- Instagram: @lowlandrfca
- LinkedIn: @Lowland Reserve Forces' and Cadets' Association
- X (Twitter): @Lowland_RFCA

We hope these assets and examples will make it as easy as possible for you to spread the news far and wide. They include:

- Asset Hub
- Social Media Post Examples
- Internal Communications Examples

Please feel free to copy and paste as you need.

Asset Hub

Click [here](#) to access all the relevant assets. This page includes brand guidelines which need to be followed when you are incorporating any of the assets into your communications.



**PROUDLY
SUPPORTING
THOSE WHO
SERVE.**

Social Media Post Examples

Copy:

'We are delighted to announce that we have signed the Armed Forces Covenant. This promise signifies our support and commitment to the Armed Forces Community. To find out more about the Covenant, contact @Lowland RFCA'

Examples:

These two examples show an organisation's post and also the post of an employee within an organisation. Signing the AFC is a great opportunity for employee advocacy on social media.



FirstPoint USA

5,712 followers

9mo • 🌐

+ Follow ...

FirstPoint USA is continuing our longstanding traditions and is proud to have pledged our support to the [Armed Forces Covenant Fund Trust](#).

...see more



👍❤️🌐 23

4 reposts

• 3rd+

+ Follow ...

Senior Marketing Manager | DISC profile iS | Enne...

2w • 🌐

Thermo Fisher Scientific has recently been awarded the Employer Recognition Scheme (ERS) Bronze Award as one of the newest members of the Armed Forces Covenant. ...see more

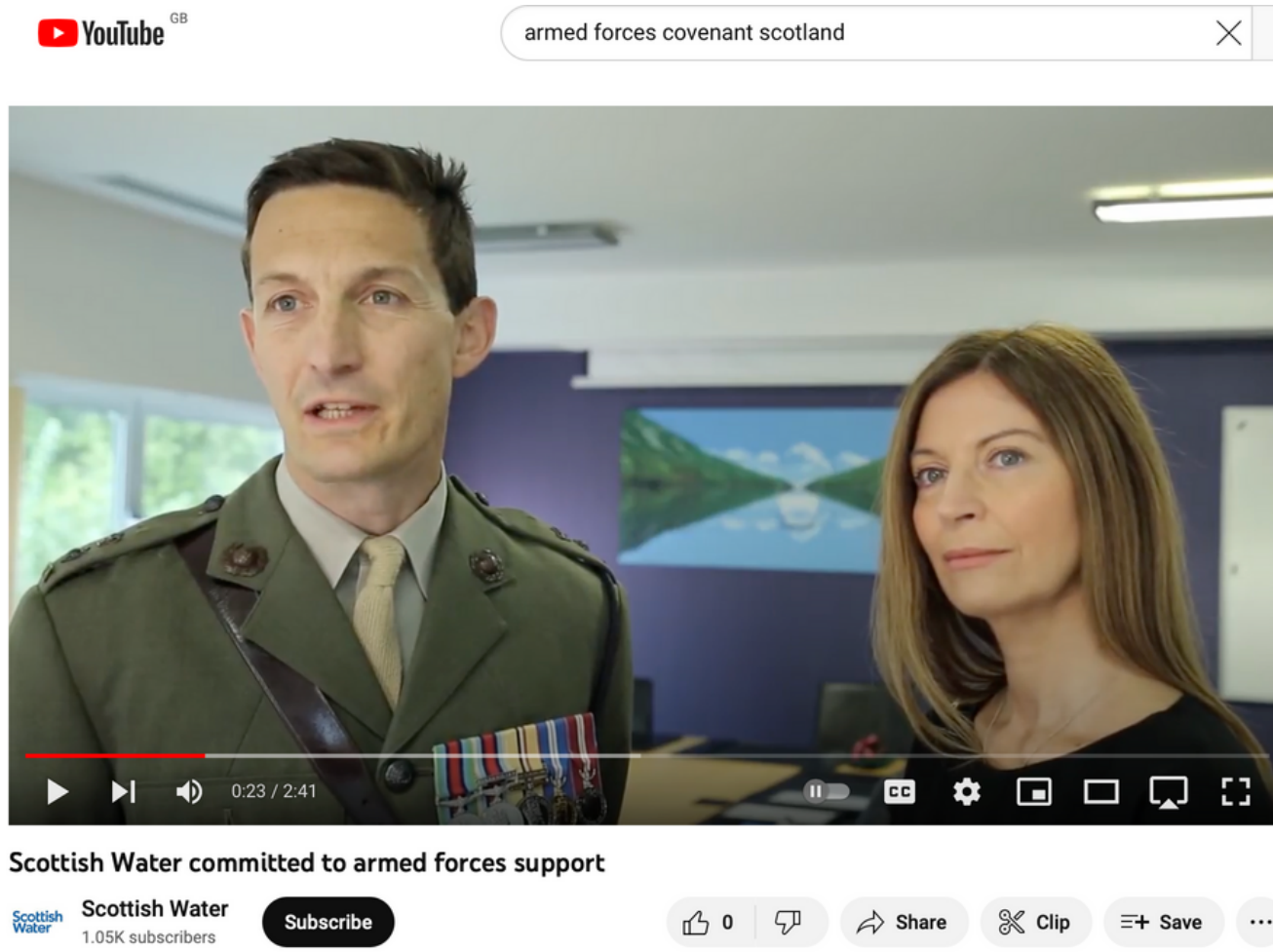


👍❤️🌐 42

4 comments • 6 reposts

Additional Content

This video is also an example of how an organisation can publicise their AFC signing online. Click the image below to view.



Internal Communication Examples

If you have an intranet, internal newsfeed or email mailer, consider letting all your employees know that you've signed the Armed Forces Covenant. You can adjust this example to suit your organisation:

Dear Colleagues

This week we signed the Armed Forces Covenant, a formal pledge of our commitment to and support of the Armed Forces Community.

As part of our pledge we have promised to:

1. (an opportunity to list specific pledges)
- 2.
- 3.

Our Managing Director said: 'x'

We look forward to telling you more about this in due course, and for anyone who would like to find out more about our commitment to the Armed Forces Community please contact HR.

Last month, **Brodie Engineering** signed the **Armed Forces Covenant** alongside **Air Vice-Marshal Ross Paterson**, the most senior RAF officer in Scotland. This is to affirm our commitment to supporting the Armed Forces.



Brodie Engineering employee, **Phil Heaps**, a Senior Aircraftsman (SAC) with **603 Squadron**, was mobilised in November 2016 to provide force protection support to RAF base in the UK.

Managing Director, **Gerry Hilferty**, says SAC Heaps's self-discipline and leadership qualities have greatly benefitted the workforce and was determined to back the Reservist by putting pen to paper.

He said: "We are delighted to sign the Armed Forces Covenant and fully support its ethos.

"Our experience of employing Reservists and ex-service personnel is excellent. Their team spirit, self-discipline and leadership skills are a valuable asset to our business. We highly recommend integrating Reservists within business and the workplace."

More than 4,000 UK organisations from every sector of the economy have now signed the Armed Forces Covenant.

You can read full details on the Lowlands RFCA [website](#).

QTS signs Armed Forces Covenant

December 2020

QTS is delighted to announce that it has signed the UK's Armed Forces Covenant. The Armed Forces Covenant is a promise from the nation that those who serve or have served in the Armed Forces, and their families, will be treated fairly and not disadvantaged.

To date, The Covenant has been signed by more than 6000 organisations, all of which have set out their support for members of the Armed Forces community employed by them or accessing their products and services. By signing, QTS has committed to upholding the core principles of The Covenant and to promote that QTS is an Armed Forces-friendly organisation.

The railway contractor has committed to a package of support for serving and ex-forces personnel and their families. It includes additional leave for training, support for those with family away on service and recruitment efforts to support ex-servicemen and women considering a career in engineering.

Colin Vooght, Head of Engagement at Lowland Reserve Forces' and Cadets' Association, the organisation which manages relationships between employers and defence in Scotland, said: "As one of Scotland's most dynamic companies, we're so delighted to welcome them to defence."

Alan McLeish, Managing Director of QTS Group, added:

"At QTS, we are proud of the inclusive and welcoming environment that we have created for our team. For us, signing up to the Armed Forces Covenant is another way of ensuring everyone, including those who have served, who applies for a role within QTS will be treated fairly and equally.

"Rail is a fast moving and innovative industry which offers a range of careers that would be well suited for those who have served within the Armed Forces. We are looking forward to exploring this new partnership and to showing that our industry is ready and open for new and talented individuals who may be looking for a new direction after leaving the forces."

Press Release

Distributing a press release, particularly if you have good press or industry press relations, can be a great way of publicising your signing. The key elements for your press release will be:

- Copy that clearly explains the AFC and why your organisation has signed it
- Quotation(s) from your organisation
- Quotation from a Defence representative (email Lowland's Head of Communications for a Defence quotation)
- High quality photographs that might include:
 - Your signing
 - Your Defence people

Click here to see an example:

- [The Gazette: NHS Greater Glasgow and Clyde sign Armed Forces Covenant](#)

Help and Advice

Please don't hesitate to get in touch with Lowland RFCA's Communications team for further guidance: lo-comms@rfca.mod.uk

