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# ARMED FORCES COVENANT

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A guide to publicise  
your achievement



ARMED FORCES  
COVENANT

# Congratulations!

**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 [Armed Forces Covenant guidance page](#) or on the [Armed Forces Covenant website](#).



# What is the 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, 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 personnel, service leavers, veterans, and their families, and is fulfilled by the different groups that have committed to making a difference.



# How should I share signing the AFC online as an employer?

- Use our Digital toolkit and use the provided assets in your post.
- Follow the Armed Forces Covenant Branding Guidelines when incorporating any of the assets in any communications, being social media, email or your website.
- Tag Defence Relationship Management's social media accounts, so that we can support your post:

Twitter - **@DRM\_Support**

LinkedIn - **Defence Relationship Management (DRM)**



# Download all assets and documents:



You can download all assets as well as all documents using [this link](#).

# Past employer example posts



**Monkey Mountaineering** @monkeymountains · 3 Apr

We are delighted to announce that we are now signatories to the Armed Forces Covenant, showing our support and commitment to our Armed Forces and their families.

#forourforces #armedforcescovenant #veteranowned

@VeteranOwnedUk @ExplorerCoffees



**Cockshut Hill School** @CockshutHillSch · 8 Mar

@CockshutHillSch are proud to have signed the 10 Armed Forces Covenant pledging our commitment and support to the Armed Forces Community. @WMLieutenancy @solihullmayor @WMRFCA @BrigJkFraserRM @CdrFCampbell #ArmedForcesCovenant @DRM\_Support @Summit\_LT



# Help and advice

For any Communications related help and support,  
please contact Defence Relationship Management  
Employer Relations at:  
**[employerrelations@rfca.mod.uk](mailto:employerrelations@rfca.mod.uk)**



**PROUDLY  
SUPPORTING  
THOSE WHO  
SERVE.**