



Ministry
of Defence

Communications

William Lyn – Armed Forces Covenant Team

The Armed Forces Covenant Conference



Armed Forces
Covenant

Armed Forces Covenant Team

Communications

- **“COMMUNICATION works for those who work at it.”**
~John Powell
- **Essential Elements: Structure; Clarity; Consistency; Medium; Relevancy; Purpose.**
- **Delivering successful Armed Forces Covenant Communications is a complex task.**
- **Small team, success only possible with your help.**



Communication How

- **Communication Strategy & Plan**
- **Digital Strategy**
- **Social Media – (Facebook, over 300 members)**
- **Annual Report, Leaflet, Infographics**
- **Website**
- **Meetings (CRG, IDG, Fam Feds, DAs)**
- **Newsletter**
- **Presentations**
- **Digital Case Studies**



Communication Why, What

- **Communicating policy so that Local Authorities are aware.**
- **To ensure that service deliverers at all levels are aware of policies.**
- **Who does this? What are the current arrangements?**



THE COVENANT PLEDGE

Those who put their lives on the line to defend our country deserve fair treatment. So our Armed Forces Covenant is our commitment to the men and women who serve this nation at home and abroad. Our pledge to our veterans, our regulars, our reservists and all our service families, that together we will recognise their service and show them our support. They've done their duty, we must do ours.



COMMUNICATIONS

**What more can we all do to help
improve Armed Forces
Covenant Communications?**



The Communications Team

William Lyn

Annual Report and Measures of Effectiveness

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Communications Strategy

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