

## Armed Forces Day 2020 – How you can support us

### What is Armed Forces Day?

Armed Forces Day (AFD) is an annual opportunity for the UK public to celebrate the work of our Armed Forces. Saturday 27 June 2020 will be the twelfth annual AFD and the first to be marked virtually.



### What is different this year?

As many events have been cancelled due to the coronavirus outbreak, AFD will be celebrated virtually on the 27 June on AFD social channels with the public encouraged to show their support from their homes. Stakeholders may wish to also mark the event virtually using their preferred online channels.

This year, we will use the week leading up to AFD (w/c 22 June), often referred to as 'Armed Forces Week', to highlight different elements of the military via themed days:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Global Armed Forces	Innovation	Reserves Day	Veterans	Cadets	AFD

### What can you do to support Armed Forces Day?

- Raise awareness of AFD and encourage the public to show their support on Saturday 27 June virtually via social media
- Use AFD to highlight and celebrate the work of the Armed Forces community including regulars, reserves, cadets and veterans
- Post or host relevant content on the themed days via online channels
- Share content posted on [Armed Forces Day Facebook](#) and [@ArmedForcesDay Twitter](#) pages

### How can the public show their support?

- 'Join' a virtual event, either on the AFD social channels or a stakeholder event
- Watch, listen or read about our UK Armed Forces and the work they do
- Share #SaluteOurForces content [www.armedforcesday.org.uk/get-involved/saluteourforces/](http://www.armedforcesday.org.uk/get-involved/saluteourforces/)

### What are the key messages?

1. AFD is an opportunity for the whole nation to celebrate the Armed Forces community and to recognise the work they do to protect the UK and her interests both at home and overseas.
2. The Armed Forces community – including service personnel, reservists, veterans, cadets and their families and friends – is valued by society for its extraordinary contribution.

### Is imagery available?

The AFD logo and imagery is available to download from the AFD website: [www.armedforcesday.org.uk/get-involved/events-toolkits-resources](http://www.armedforcesday.org.uk/get-involved/events-toolkits-resources)

### Which hashtags should be used?

- Please use #ArmedForcesDay for content related to AFD on the 27 June
- #ArmedForcesWeek should be used for content in the lead up to AFD or themed days
- #SaluteOurForces can be used to celebrate the work of our Armed Forces