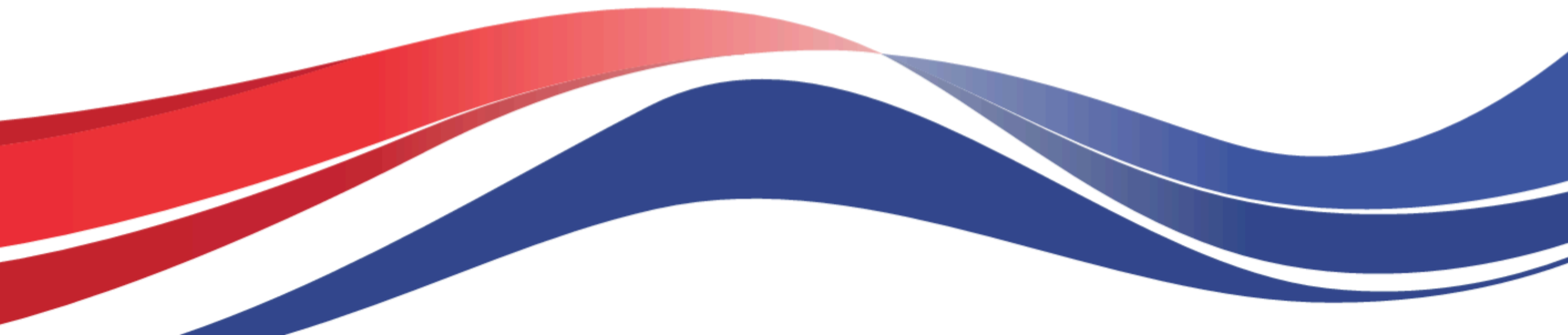




Reserves Day 2025

Employer Toolkit





What is Reserves Day?

Reserves Day provides an opportunity for the country to recognise our Reserve Forces.

This year Reserves Day will take place on 25 June 2025.

Reservists give up their spare time to serve in the Reserve Forces, balancing their civilian life with a military career to ensure that should their country require them, they would be ready to serve as part of the military.

The Reserve Forces make up approximately one sixth of our Armed Forces personnel and are integral to protecting the nation's security at home and overseas, particularly providing capability in specialist areas such as medical and cyber.

Reservists are currently supporting operations in the UK and overseas.

Reserves Day was created to highlight and recognise the valuable contribution Reservists make to our Armed Forces.



How can I show support as an employer?

There are many ways that your organisation can support on Reserves Day:

- Join in with the digital campaign using the **#ReservesDay** and **#SaluteOurForces** hashtags to show your support on social media.
- Use the Digital Toolkit available on the **Armed Forces Day website** to show your support on your internal and social media channels
- Ask your reservists to share their thoughts on life as a reservist for internal and external communications such as intranet articles, blogs, videos or social media posts using the hashtags.
- Host an internal event such as a lunch or tea for your reservists and colleagues, for example a lunch and learn where staff can find out more about life as reservist. Post images of the event on social media using the hashtags.
- Encourage any reservists in your team to come in wearing uniform (if appropriate and safe to do so). Post images of them in their civilian role on social media using the hashtags

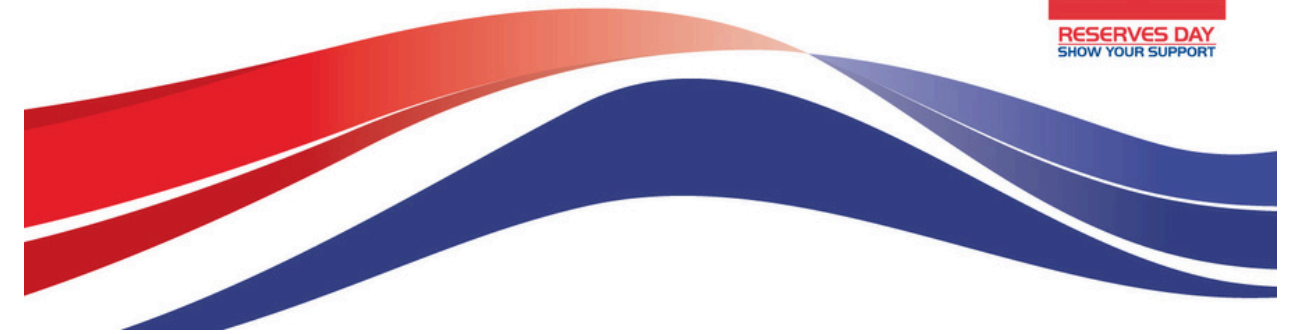


Reserves Day Digital Assets

The Armed Forces Day [website](https://www.armedforcesday.org.uk) (<https://www.armedforcesday.org.uk>) is filled with [logos](#), [imagery](#), [event toolkits](#) and social media banners (including Welsh assets) you can utilise to help show your support this Reserves Day.

The Brand Guide provides extra information on the use of logos, posters, imagery and more

Download it here: [Armed Forces Day Brand Guide](#)





Reserves Day Key Messages:

- This is a national occasion to recognise the Reserve Forces for their outstanding contribution to the country.
- Organisations recognise the skills Reservists can bring to civilian employment and are supporting them by signing the Armed Forces Covenant and being part of the Employer Recognition Scheme.
- The benefits of employing a Reservist through the transfer of skills gained by their training and mobilisation
- Reservists are deployed in operations worldwide, undertaking different, diverse and, sometimes, dangerous roles.
- The Reservist community is diverse. Reservists come from all parts of society and all walks of life.
- Joining the Reserves gives you an opportunity to enjoy a range of extraordinary new experiences and to develop new skills you would not get in your day-to-day life.



Timeline:

- **Armed Forces Week** will take place from **23 - 28 June**
- **Reserves Day** will take place on **25 June**
- There is no timeline for social media activity - feel free to share in the weeks leading up to Armed Forces week, as well as during and after





Example social media posts:



Defence Relationship Management (DRM)

Just now

Today on [#ReservesDay](#), we're celebrating and thanking our Reservists! Thank you to all those who balance their civilian lives with military careers to ensure that should our country require them, they are ready to serve.



Like Comment Share



Defence Relation... @DRM_S... • Just now

This [#ReservesDay](#) we're recognising the invaluable contribution that Reservists make to our Armed Forces and to our organisation.

Meet Gill, Royal Navy Reservist and Defence Professional Placements Manager at DRM.

[#SaluteOurForces](#)



"Being a reservist in the Royal Navy is really important to me as my Reserve service is a big part of my life. I'm so grateful for the additional time off that DRM has allocated for my training, and the appreciation that they have shown for my service.

I couldn't fulfil my role without their support which makes me feel like a valued and valuable employee."

Gill Nilblock - Lt Cdr RNR & Defence Professional Placement Manager



Past employer example social media posts:



Landmarc
@landmarcNEWS

...

It's [#ReservesDay](#), a day which highlights & recognises the valuable contribution [#reservists](#) make to our [#ArmedForces](#). [#TeamLandmarc](#) would like to say thank you to each & every one of you for your dedication, professionalism & commitment to serving our nation. [@WRFCA](#) [@DRM_Support](#)



The QEH King's Lynn @TeamQEH

...

Today is **Reserves Day**! Making up for around 1/6 of Armed Forces personnel, Reserves are an integral part of the Armed Forces Family.

At Team QEH, you are entitled to an additional 10 days paid leave each year to fulfil the training requirements in your Reserve role.

[#ReservesDay](#)





Past employer example social media posts:



Nottinghamshire Fire and Rescue Service @nottsfire

Meet Mark Collishaw, RAF Reservist 🇬🇧

Watch Manager Collishaw is a Trainer at our Service Development Centre (SDC), but he is also a Reservist in the @RoyalAirForce.

Mark is just one of a number of Reservists that work for @nottsfire.

#ReservesDay



National Highways

75,554 followers

2w • 🌐

We continuously offer support to all of our people who are balancing their time between a civilian life and a military career. Special paid leave is provided so our #reservists can do their annual training and additional activities.

#ReservesDay #SaluteOurForces

👉 <https://lnkd.in/eCyNaa7d>



👍❤️ 34

3 shares



Past employer example social media posts:



NCL Dental School @NewcastleSDS
National **Reserves Day**.

Thank you reservist Cpl. Pickering, Practice Manager Dental Nurse, 201 Field Hosp.

Or - Kimberley, Research Dental Nurse at the Dental Clinical Research Facility as she's known to us!

@NewcastleHosps
[#ReservesDay](#) [#SaluteOurForces](#)



Irwin Mitchell @irwinmitchell

Today marks [#ReservesDay](#), and we want to thank [#Reservists](#) across the country. We remain committed to supporting [#Veterans](#) and reservists alike, and we're proud to be an ERS Gold employer. Read about the award: bit.ly/3N7B59t





Past employer example social media posts:



Airbus In The UK @AirbusintheUK

LONDON | Today is **#ReservesDay**! 🇬🇧 Thank you to all Reservists at **#Airbus** and elsewhere who balance work and home lives with a military career. You do an amazing job for our country and for all of us. Our very own Ben and Jeremy are in uniform today to celebrate! **#ArmedForcesWeek**



North West Ambulance Service @NWAmbulance

Today is **Reserves Day** and at 12 noon we held flag raising ceremonies at various sites across the trust to celebrate all our reservists 🇬🇧

Thank you to all of our armed forces colleagues, today and this week, we celebrate you 💚



Federation of Small Businesses (FSB) @fsb_policy

Showing our support this **#ReservesDay** for all those who give their time alongside running or working in a small business.

#saluteourforces #FSBsalutes #ArmedForcesWeek 🇬🇧 @XForces

