



Social & WhatsApp copy

Replace anything in [square brackets]. Always use the official link. Never post photos of people completing the survey or of their screens.

#DEFINITIONREDEFINED

Social media

Instagram / Facebook — invitation (use with DR-05 feed artwork)

You're invited, Queen 💖

Pull up a chair. We're gathering for food, honest conversation and something powerful: private time to take the National Survey of Black Women & Girls in Britain.

- ✨ Celebrate what helps us thrive
- ✨ Reflect together — only if you want to
- ✨ Complete the survey privately. Nobody sees your answers.

📅 [Date] · ⌚ [Time] · 📍 [Venue]

RSVP: [booking link or contact]

Need a device, quiet space, childcare or another adjustment? Message [access contact] privately or email definitionredefined@soulpurpose360.co.uk

For Black women and girls aged 16+ living in the UK. The survey is open until 31 January 2027.

#DefinitionRedefined #BeHeardBeCounted #SoulPurpose360 #BlackWomenUK

Instagram / Facebook — call for hosts (use with DR-05 square artwork)

Your kitchen table could help change the story. 🌍💖

We're looking for women to host #DefinitionRedefined conversation gatherings — after church, at book club, over supper, in your workplace network or online.

You bring the warmth. We bring everything else: a free host pack, conversation cards, support sheets, posters and a short video to get you ready.

Every woman completes the survey privately, in her own words. Together, we build the evidence for better services, investment and accountability.

Gatherings can run any time before the survey closes on 31 January 2027.

Get your free pack 📄 soulpurpose360.co.uk/definition-redefined

Questions about safeguarding or access? definitionredefined@soulpurpose360.co.uk

#DefinitionRedefined #BeHeardBeCounted #SoulPurpose360

Instagram Story / WhatsApp Status (use with DR-07 QR story artwork)

Your voice. Your story. Our future. ❤️

Scan to take part – or tap the link: soulpurpose360.co.uk/definition-redefined

Open until 31 January 2027.

Black women & girls aged 16+ in the UK. Private. Your choice. #DefinitionRedefined

LinkedIn — partners, workplaces and networks

Black women and girls in Britain are too often described rather than heard.

The #DefinitionRedefined National Survey of Black Women & Girls in Britain, led by Soul Purpose 360, is changing that – and we're inviting workplace networks, faith communities, universities, housing providers and community organisations to host a conversation gathering.

Our free host pack makes it simple and safe:

- A 60–90 minute plan with ten ready-made formats, including a Lunch & Learn
- Private, individual survey completion – employers never see who took part or how they answered
- Safeguarding guidance, verified support contacts and accessible, fillable forms

The survey is open until 31 January 2027.

Host pack and survey: soulpurpose360.co.uk/definition-redefined

Safeguarding and access questions: definitionredefined@soulpurpose360.co.uk

#DefinitionRedefined #EDI #BlackWomenUK #CommunityVoice

X / Threads / Bluesky — short

Be heard. Be counted. ❤️ Host a #DefinitionRedefined gathering and help shape the future for Black women & girls in Britain. Free host pack + survey: soulpurpose360.co.uk/definition-redefined

WhatsApp

WhatsApp — personal invitation (send 2–3 weeks before)

Hi [Name] 💜

I'm hosting a *#DefinitionRedefined conversation gathering* and I'd love you to be there.

We'll share food, celebrate what helps us thrive and take some private time to complete the *National Survey of Black Women & Girls in Britain*. It's for Black women and girls aged 16+ in the UK.

- ✅ Talking is optional — pass any time
- ✅ Your survey answers are private. I won't see them
- ✅ Come as you are

 [Date] ·  [Time]
 [Venue]

Bring a charged phone or tablet if you can. If you need a device, quiet space, childcare or anything else, just tell me privately — or email definitionredefined@soulpurpose360.co.uk

Can you make it? 🌸

WhatsApp — group reminder (day before)

Tomorrow, Queens! ☀️

#DefinitionRedefined gathering

 [Date] ·  [Time] ·  [Venue]

Please bring:

-  A charged phone or tablet (loan devices available)
-  Headphones if you have them

Everything is optional and your answers are private. If anything would help you take part, message me privately today.

See you there 💜

WhatsApp — thank you (after the gathering)

Thank you, Queens 💜

Thank you for what you shared — and for what you chose to keep for yourselves. Your experience is yours.

 Want to finish or add to your survey? soulpurpose360.co.uk/definition-redefined (open until 31 January 2027)

 Keep your support sheet safe — it may help you or someone you love later.

 Soul Purpose 360 will share a *‘You said, we will’* update when findings are ready.

Know someone who should take part? Pass this on. #DefinitionRedefined

WhatsApp — broadcast to community groups

 *Be heard. Be counted.*

The *National Survey of Black Women & Girls in Britain* is open — for Black women and girls aged 16+ living in the UK. Your answers are private and you can skip any question. Open until *31 January 2027*.

 Take part: soulpurpose360.co.uk/definition-redefined

 Want to host a gathering with your circle? Free host pack at the same link.

 Access or safeguarding questions: definitionredefined@soulpurpose360.co.uk

#DefinitionRedefined · Soul Purpose 360

Alt text for the artwork

Paste into the “alt text” or “accessibility” field when you upload each image.

Image	Alt text
DR-05 invitation feed artwork	Purple graphic with warm circles. Text: “#DefinitionRedefined — You’re invited. A conversation gathering. Be heard. Be counted. Food, reflection and private time to take the National Survey of Black Women & Girls in Britain. Black women & girls aged 16+, UK.”
DR-05 call-for-hosts square	Purple graphic with warm circles. Text: “#DefinitionRedefined. Host a gathering. Your table. Our future. Bring your circle together to take part in the national survey — kitchen table, church hall, book club or online. Free host pack at soulpurpose360.co.uk/definition-redefined . Survey open until 31 January 2027.”
DR-07 QR story / poster	Purple graphic. Text: “Your voice. Your story. Our future. Be heard. Be counted. National Survey of Black Women & Girls in Britain, aged 16+.” A QR code links to soulpurpose360.co.uk/definition-redefined . Survey open until 31 January 2027.

Posting with care: photograph rooms, food and décor — not faces — unless every person in the picture has agreed. Never photograph screens, cards with handwriting, or anyone during private survey time.