

Head of School: Mr P White
Executive Headteacher: Mr P Weir
CEO: Dr B Mabey

Our Ref: PWT/jmc

10th November 2021

Dear parent/carer

Re: Social Media - TikTok

I am writing to inform you of some concerns regarding social media, specifically the social media platform TikTok. Please read the content below carefully and discuss it with your child. I would also urge you to take time to regularly monitor your child's phone, internet devices and any social media accounts that they may have. It is important that parents are able to discuss these matters with children, including the content they are watching and creating, and the comments that they leave under these TikTok videos.

We are aware of a current 'challenge' circulating on TikTok encouraging school students to make dummy accounts and post unpleasant content that vilifies teachers at their school. We are aware of a number of accounts that are currently targeting Saltley teachers. This is happening in other Birmingham schools too.

We ask that parents/carers ensure their children know the seriousness of engaging with any such account and ask for your support in reporting any such account brought to their attention. I must inform you that the Academy will take a serious stance on any incidents of social media being used to impersonate, insult or exploit any member of staff. Please be advised that due to the content of the dummy accounts currently circulating, the police are working with the Academy on the matter.

The use of social media also introduces a range of potential safeguarding risks to children. Some of these potential risks include

- Online bullying;
- Grooming, exploitation or stalking;
- Exposure to inappropriate material or hateful language;
- Encouraging violent behaviour, self-harm or risk taking.

In order to mitigate these risks, there are steps you can take to promote safety on line:

- Keep an eye on how much time children spend online and ensure it is not interfering with activities such as socialising, exercising, eating and sleeping.
- Consider bans on devices at mealtimes and take them away an hour before bedtime. Do not let children charge devices in their rooms.
- Talk regularly to children about what they do online, what posts they have made that day, who

they are friends with and how it is affecting their mood.

- With younger children, have access to passwords to regularly check content.
- Remember, Facebook, Twitter or Instagram officially bar children under 13 from having accounts.

Thank you for your ongoing support in working with teachers and professionals to keep children safe and also in the important work that we all do to ensure that our children behave in a way that is safe, respectful, responsible and lawful.

Yours Sincerely

P White

Mr P White
Head of School