



Our Ref: KNH/BAM

15 November 2021

Dear Parent/Carer

### **Tik Tok videos**

You may have read about the recent Tik Tok challenges being posted via the social media platform, which are encouraging young people to post videos involving their schools and staff members. These posts are often defamatory and offensive. As you can appreciate this material is extremely distressing for staff who are targeted and the young people who are posting it are involved in behaviour which can lead them to being excluded from school and in extreme cases being subject to police investigation.

Unfortunately, over the past few days, I have become aware of a small number of videos, involving the Academy and named staff. This is simply unacceptable and will not be tolerated. As such I have today released a statement to all students regarding this.

*Dear students,*

*You will have read that unfortunately several schools and teachers have been targeted online, in specific Tik Tok videos, over the past couple of weeks. I am saddened to say that I have learnt over the past few days of videos created by students here, naming and videoing our Academy and more specifically staff. These videos may well be seen by those designing them as "only having a laugh" or worse as "banter".*

*These videos are neither.*

*These videos are harmful.*

*They are harmful to our Academy but more significantly, they are harmful to the staff you name. They are offensive and can result in having significant professional and personal impact on the staff that work tirelessly to support you.*

*Anyone here at the Academy who is found to create or indeed follow accounts with the intention of causing staff distress will be dealt with at the highest of sanctions, such as exclusion and risk their place in our Academy community. Extreme incidents will be reported to the police.*

*Miss Knowles*

*15<sup>th</sup> November 2021*

Please can I ask you to discuss with your child, the importance of using social media responsibly and the importance of raising any concerning material they may be aware of to an adult. Whilst Tik Tok and other social media platforms are blocked from being accessible via our Academy WiFi, students are able to access it if they have accounts, using their own data and mobile devices. Therefore, it is imperative they understand how to use these platforms safely.

Thank you for your continued support.

Yours sincerely

A handwritten signature in black ink, appearing to read 'H Knowles', with a small dot at the end.

Miss H Knowles  
Principal