



9th September 2020

Dear Parents / Carers

You may have heard of an unpleasant Tik Tok video circulating on social media, which has prompted me to send a timely reminder to all our community about the dangers of allowing your children to use certain apps.

There is no "one size fits all (particularly age)" solution to such a problem, but I hope the following will help:

For students:

- Do not mention specific videos to students. Whether something becomes viral or not relies on this very curiosity for engagement, and children are curious. Equally, to some it may be a trigger.
- Have a general discussion with students about what they would do, who they would talk to etc. if they see something concerning.
- Remind them that it is never their fault and they can always ask for help.
- Signpost them to parents/teachers/DSL in the first instance, but also give them opportunities if they wish to talk to someone else, e.g. Childline or Papyrus.

For your parents:

- National guidance is that you shouldn't engage with parents when viral incidents such as this arise. Again this is mainly to stop the very nature of viral posts. However, I think this incident is different as it is real and it is very alarming. As a parent myself I would want to know.
- Communicate with parents but don't be too specific, just mention that you are aware of a real and particularly nasty viral post going round on TikTok. The company are dealing with the situation and it should be cleared within the next few days. This gives the option to parents that they may want to prevent their child using TikTok temporarily. The reason I say don't be specific is because we want to give parents information about what to do in any circumstance like this, not just this particular incident.
- Equally, as with some children, it may be a trigger for some parents. There's a good chance they will see this in the media anyway, but you don't want to be the source of that trigger.
- Inform parents:
 - Remain calm and non-judgemental.



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- Talk to their children about what they would do if the child sees nasty content and who they would talk to.
- Be curious - where have they seen this content? Can that channel/account be blocked? Ensure the child (and the parent) know how to report content.
- Don't treat 'online' different to real life, to children online is real life. In the same way that we would talk about their day at school, their friends etc. we should have regular discussions about what they are doing online and what to do if something is concerning or upsetting.
- As with the children, signpost parents to support, such as Childline and Papyrus.

The attached advice may help, in particular how to set your child's privacy settings.

Michele Rondeau

Inclusion Leader / Designated Safeguarding Lead