

15th September 2022

Dear Parent/Carer



We are writing to inform you of some concerns regarding social media, specifically the platform TikTok.

Please read the content below carefully. We would also urge you to take the time to regularly monitor your child's phone, internet devices and any social media accounts that they may have, if they are at the legal age to hold one. This is an important safeguarding exercise that I know all parents and carers will take seriously.

What is TikTok?

TikTok is a free social media platform for creating and watching short videos and sharing them with friends and strangers. Clips are often created using short grabs of music and can be enhanced by a range of tools such as filters, animation, and special effects. Most videos produced are of young people lip-syncing and dancing to popular music but there are also talent videos, comedy skits, challenges, and informational clips. According to mobile intelligence firm Sensor Tower, in 2019 TikTok reached 1.5 billion downloads and was the third most downloaded non-gaming app of the year, behind only WhatsApp and Facebook Messenger. The popularity of the app, especially among younger students, is quite staggering.

Parents and carers must be vigilant in how their child accesses social media. There have already been several concerns raised in the media recently regarding the existence and accessibility of TikTok, especially concerning influential influencers who are potentially spreading 'dangerous' views and messages. This is a concern for our school too.

We are aware of a current issue about Andrew Tate, a controversial and concerning influencer, whose content and posts have been removed and banned from social media platforms, however the banned material is potentially still accessible by young people with a TikTok account. Concerns have been raised about the influence he is having on young and impressionable, people.

Our staff are vigilant and will share and respond to concerns they have about students who we believe are potentially being influenced by inappropriate and offensive views. In addition, all students receive Relationships & Sex Education as part of our planned curriculum which addresses issues such as misogyny and gender stereotypes. We also promote diversity, inclusivity, mutual respect and tolerance through themes presented in our assembly and tutor programme, emphasising the importance of the Equality Act 2010 and Protected Characteristics.

Thank you for your ongoing support in working with teachers and professionals to keep children safe and for the important work that we all do to ensure that our children behave in a way that is safe, respectful, responsible, kind, considerate and lawful. We would ask that you discuss the content of this letter with your child.

If you have any information relating to any of the above, then please do not hesitate to contact us via our pastoral teams at the school.

Yours faithfully



Mrs M Goodes
Vice Principal

