

Ref: sayat/JDN

25th May 2017

Dear Parents/Carers

I am writing to remind you to be vigilant about the social media your child is using. We have had a recent range of incidents where extremely hurtful and abusive comments have been made to students. This is something the school does not tolerate, and we will sanction those who make this kind of comment. There are many national incidents of teenage suicide, where children have not been able to cope with on-line bullying and have taken their own life and we would hate this to happen in our Academy.

'Sayat.me' is a fast-growing free app, which is popular with some young teens, enabling them to gather "sincere and honest feedback" from people the teenager knows, as well as enabling them to give "feedback" to others. The purpose of the app is allegedly to gather both positive and negative views on any aspect of your character or physical appearance. The alarming feature of this app is that it allows comments to be anonymous and is thus a possible breeding ground for bullying, peer-pressure and general unkindness.

Please talk to your children about the impact of social media and, in particular, this app.

Yours sincerely



Ms J Dolman
Assistant Principal and Whole School Behaviour Lead