

Dear Parents and Carers,

It has been brought to the attention of school leaders countrywide, that the social media platform Tik-Tok, is being used by children to create, share and comment on images and videos that are targeting teachers, support staff and school leaders in the most appalling way.

Examples of such videos include, but are sadly not limited to, the racial, homophobic, xenophobic and sexist abuse of school staff.

Concerningly, once shared, these images and videos are impossible to track and remove from social media platforms.

Sadly today, with a number of fake or parody accounts being identified, this Tik-Tok `trend` has now entered the community of The Ellis Guilford.

As I am sure you will agree, actions like these are immensely concerning and have the potential to ruin lives.

As a school leader, I am committed to protecting our staff and will do whatever I can to prevent the damage that such behaviour can cause and I wanted to share with our community members, my actions in response to such behaviour.

I will consider permanently excluding any Ellis Guilford pupil, identified as a creator and/or distributor of such images and videos, whether these cause harm to staff or to other pupils, or both.

I will consider the same sanction for any pupil attending The Ellis Guilford School who `likes` and/or offers supportive comment to such material.

I will involve the police in every case that is brought to my attention and I will pursue charges against any individual or group of individuals associated with such behaviour.

I have sourced specialist personnel to monitor and investigate social media `parody` accounts to help us do all that we can to safeguard not only pupils and staff of Ellis Guilford, but the school teams countrywide who dedicate their lives to support children to fulfil their dreams.

Our pupils make us all so incredibly proud, and I would personally hate for any of our own to fall foul of such activity.

I urge parents and carers, with children who use any social media platform, to regularly monitor their activity and reach out to us should you feel that additional support and guidance is required.

It is extremely rare that I would write to an entire school community in this manner, and I do so with the sole intention of bringing the topic to your attention, so that we can work together to safeguard our pupils and the staff who give so much to support them.

To report any such activity or to request additional support to keep your child safe online, please get in touch by emailing enquiries@ellisguilfordschool.org.uk

Yours Sincerely,

