



12th November 2021

Dear Parent / Carer

I am writing to inform you of some concerns regarding social media, specifically the platform Tik Tok.

Please read the content below carefully and discuss it with your child. I would also urge you to take time to regularly monitor your child's phone, internet devices and any social media accounts that they may have.

We are aware of a current 'challenge' circulating on Tik Tok encouraging school students to make dummy accounts and post unpleasant content that vilifies teachers at their school.

We ask that parents/carers ensure their children know the seriousness of engaging with any such account and ask for parent/carers support in reporting any such account brought to their attention.

I must inform you that West Coventry Academy will take a serious stance on any incidents of social media being used to impersonate, insult, or exploit any member of staff. Please be advised that due to the content of the dummy accounts currently circulating, we will be working with the Police on this matter.

Thank you for your ongoing support in working with teachers and professionals to keep children safe and in the important work that we all do to ensure that our children behave in a way that is safe, respectful, responsible and lawful.

Yours faithfully

Ana Neofitou
Headteacher