



Birley Primary Academy

A L.E.A.D Academy

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Dear Parents/Carers

Social Media use outside of school

We are writing to advise you of a few concerns that we have regarding children's use of social media outside of school during evenings and weekends. There are several groups of pupils using social media to be persistently unkind about other pupils over platforms such as Snapchat, WhatsApp and Tik Tok. We understand that this has included both sharing unkind comments about pupils and sharing unkind images or memes. This is leading to a lot of upset and polarisation of some pupils within school and is not in line with our values.

Most Social media apps are for pupils 13 years and over. If you do allow your child to access social media, we ask for your vigilance. Just like their interactions in person, online interactions require supervision and support. What is right will vary from family to family but some strategies that are known to be successful include:

- Monitoring their phones for the apps that are downloaded
- Enacting parental controls on phones and consoles
- Reviewing the messages they send on platforms and apps – making monitoring part of a daily routine
- Setting expectations about what space (preferably communal) and times they have access to devices
- Encouraging them to share or discuss with you what they are doing.

We are asking for your partnership in dealing with this, as this is happening outside of school. As an academy we are responding to this with additional teaching during PSHE lessons and in 1:1 conversations and teaching opportunities as they arise.

Many thanks for your continued support

Dawn McAughey

Headteacher

