

10th September 2026

Dear Parents & Carers

We feel it is important to address some issues early on this year and are writing to you because we are becoming increasingly concerned about problems arising from children's use of **TikTok, Snapchat, WhatsApp and other social networking apps whilst outside of school hours.**

We are seeing small pockets of issues such as unkind messages, arguments, inappropriate language, threats, rumours, gossip and friendship problems during children's screen time at home. Although these things may be happening outside school, they have an impact upon life in school. Issues can be upsetting for children, can affect their concentration and make it difficult for them to attend school, something that has a huge impact on their learning and development.

All KS2 classes participate in lessons **about staying safe online, being kind and using technology responsibly.** We have reminded children that they should:

- Tell an adult if something online is upsetting or worrying them.
- **Show an adult the messages** rather than trying to deal with the problem themselves.
- **Do not respond** to unkind, threatening or inappropriate messages.
- Remember that they do not have to reply to someone just because they have received a message.
- **Block people where appropriate** so that further messages stop and they do not feel they have to keep checking for replies.
- Be kind and respectful when communicating online.

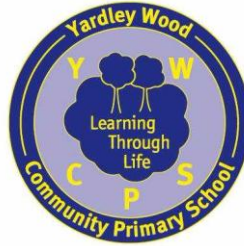
We also teach that understanding the consequences of online behaviour is not enough on its own: children must make responsible choices when communicating and consider how their words and actions may affect others.

We need your support, and so do the children.

Please have conversations with your child about their use of technology and social media. Check which apps they are using, who they are talking to and the groups they are part of.

Please remember that TikTok, Snapchat and WhatsApp have a minimum age of 13. Children under 13 should not have accounts on these platforms.

The age restrictions are there for a reason – younger children may not have the skills, resilience, maturity and judgement to use these apps appropriately. Many adults struggle with handling social media issues, so it's hardly surprising that children find it challenging too.



Our Behaviour Policy states:

“Your behaviour online at home is your parents’ responsibility. If school receive reports of inappropriate behaviour online at home (such as cyber bullying, using the wrong language or making threats) we will discuss this with parents and ask they follow this up at home with appropriate changes. This may mean you do not get to use devices or have access to the internet at home as a result of your choices.”

It is important that children understand that access to devices and the internet comes with responsibility. If your child is using technology inappropriately, we ask that you put appropriate restrictions in place.

Changes to the law

We also want to remind you that the Government is planning further restrictions on children's access to social media. From **Spring 2027**, social media platforms including **TikTok, Instagram and Snapchat** are expected to be restricted for under-16s.

Fundamentally, we do not want these issues to have a lasting impact on our pupils at such an important stage of their education and personal development. The focus should remain on their learning and feeling safe and happy whilst in school, whilst being supported with their social and personal growth.

We appreciate your support in helping us with this. **Please speak to your child about their online behaviour and make sure they know to tell an adult rather than responding to anything that makes them feel uncomfortable or upset.**

Working together, we can help keep our children safe, happy and ready to learn.

Thank you

Yours faithfully,

Ben Turner
Head Teacher

Katie Palmer
Deputy Head Teacher

Jacintha Smith
Computing Lead

What Parents & Educators Need to Know about WHATSAPP

WHAT ARE THE RISKS?

GROUP CHAT PRESSURES

Group chats enable multiple users to message in the same space, but this can also make it easier for young people to feel excluded or overwhelmed. Negative comments can escalate quickly, and young people may feel pressure to respond or stay engaged even when the conversation is uncomfortable or upsetting.

SCAMS TARGETING YOUNG USERS

Scammers are increasingly using WhatsApp to trick users into sharing personal information. Common scams include fraudsters posing as family members in an emergency or tricking users into revealing security codes. These can lead to identity theft or access to private conversations.

DISAPPEARING AND HIDDEN MESSAGES

WhatsApp offers features like disappearing messages and 'Chat lock', which can give users a false sense of security. While intended to protect privacy, they can be used by young users to hide inappropriate conversations or content, making it harder for adults to spot potential issues.

EXPOSURE THROUGH CHANNELS

'Channels' are an optional feature that allows users to follow updates from public figures or organisations; however, there is no way to block this feature or filter its content by age. Young users may encounter adult or distressing content, including misinformation and harmful ideologies.

UNWANTED CONTACT AND LOCATION SHARING

WhatsApp users can share their live location, and if not managed carefully, this can allow others – even those in mutual groups – to track someone's whereabouts. Also, without the right privacy settings, young users may be contacted by strangers.

COMMERCIAL AND AI CONTENT

WhatsApp now includes ads in the 'Updates' feed and has introduced an AI assistant – Meta AI – across the app, which cannot be removed. These additions raise concerns about targeting, privacy, AI use, and the type of content children and young people might interact with.

Advice for Parents & Educators

REVIEW PRIVACY SETTINGS TOGETHER

Help young users check who can see their profile photo, status, and location. Activate the 'Silence Unknown Callers' setting and set group chat invitations to 'My Contacts' or 'My Contacts Except...' for added safety.

TEACH HOW TO SPOT SCAMS

Encourage caution around unusual and unexpected messages, especially if they involve money or codes. Help young users understand the signs of scams and what to do if they receive a suspicious message. Enable two-step verification to add an extra layer of protection.

BE OPEN ABOUT HIDDEN CHATS

Discuss why children and young people might use features like disappearing messages or 'Chat Lock'. Encourage them to share if something made them uncomfortable, even if the messages are gone. Let them know that privacy should not mean secrecy.

TALK ABOUT ADVERTISING AND AI

Explain that WhatsApp now includes ads and AI tools. Discuss the difference between genuine and sponsored content, and the potential for AI to share inaccurate or age-inappropriate responses. Encourage young users to think critically before trusting or interacting with these features.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant, educator and researcher who has developed and implemented anti-bullying and cyber safety policies for schools. She has written various academic papers and carried out research for the Australian Government comparing internet use and sexting behaviour of young people in the UK, USA and Australia.



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WHAT ARE THE RISKS?

What Parents & Educators Need to Know about

SNAPCHAT

AGE RESTRICTION
13+

With over 900 million active monthly users and billions of 'Snaps' sent each month, Snapchat is a popular messaging app among children and young people. It allows users to share fun, spontaneous pictures and videos with friends and family while using playful filters. One of Snapchat's unique features is that pictures, videos and messages are only viewable for a short period of time.

ARTIFICIAL INTELLIGENCE

Snapchat's use of artificial intelligence (AI) includes features like the 'My AI' chatbot and AI-powered filters, offering interactive experiences that can be fun but also pose risks. These tools may share unfiltered or inaccurate responses, promote unrealistic beauty standards, and collect personal data. Advanced filters and deepfake-style lenses can distort reality, potentially leading to manipulation, impersonation, or inappropriate content.

SCREEN ADDICTION

Snapchat boosts user engagement and daily use with features like streaks (daily Snapchat exchanges between you and a friend). When a streak's been going for a few days, users will see a 🔥 emoji. The number alongside it shows the number of days, but if users miss a day and break the streak, the only way to restore it is to pay. This encourages daily use habits, and frequent notifications can keep users returning to the app even more often.

SEXTORTION

Because Snapchat's disappearing messages feature may foster a sense of safety, users may become targets of sextortion. For example, a predator may pressure someone into sending nude images, then somehow capture those images to threaten and intimidate the victim. This might involve claiming they will share the images with friends or family unless money is paid.

SNAPCHAT+

Snapchat+ is the platform's premium subscription service, offering early access to new and exclusive features. In June 2025, Snapchat introduced a new tier called Lens+, giving subscribers access to hundreds of lenses and AR experiences for playing, creating, and sharing Snaps. These paid features may encourage young users to spend money to access exclusive content, increasing the risk of overspending or feeling pressured to make in-app purchases.

ACCESSIBILITY

Snapchat is now accessible from a web browser, meaning children can use it on a laptop or tablet without downloading the app. This can make activity harder to monitor, reduce the effectiveness of parental controls, and increase the risk of unsupervised communication or exposure to inappropriate content.

INAPPROPRIATE CONTENT

Some content on Snapchat isn't suitable for children. The hashtags used to group content are determined by the poster, so even an innocent search term could still yield age-inappropriate results. The app's disappearing messages feature also makes it easy for young people to share explicit images on impulse – so sexting continues to be a risk associated with Snapchat.

Advice for Parents & Educators

ACCESS THE SNAPCHAT FAMILY SAFETY HUB

Created with guidance from Common Sense Media, Snapchat has developed a Family Safety Hub that explains how the app works and how to use its in-app protections for teens. It's recommended that you review this guidance before allowing a child to download Snapchat. Remember, the app is only intended for children aged 13 and over.

ENCOURAGE OPEN DISCUSSIONS

Snapchat's risks can be easier to handle if you nurture an open dialogue. Talk about scams and blackmail before letting children sign up. If they're lured into a scam, encourage them to tell you immediately. Talk openly and non-judgementally about sexting, emphasising its inherent risks. Furthermore, explain how popular 'challenges' on the platform can have harmful consequences.

BLOCK AND REPORT

If a stranger connects with a child on Snapchat and makes them feel uncomfortable by pressuring them to send or receive unwanted or inappropriate images, the child can tap the three dots on that person's profile to report or block them. There are options to state why they're reporting that user, with a tailored reporting section under the 'Nudity and Sexual Content' category. In this category, there's the option to report somebody for threatening to leak sexually explicit images, or 'nudes'.

USE PRIVACY SETTINGS TOGETHER

Sit down with the children in your care and explore Snapchat's privacy settings as a shared activity. You can help them adjust who can contact them, view their stories, or see their location on Snap Map. It's a good opportunity to explain why some settings are safer than others, reinforcing their understanding of online boundaries. Encourage them to regularly review these settings, especially after app updates or changes in their friendship groups.

Meet Our Expert

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What Parents & Educators Need to Know about

TIKTOK

WHAT ARE THE RISKS?

Online videos are often associated with apps such as YouTube, but among teens, TikTok is king. The app provides a potentially addictive, never-ending stream of short clips tailored to users' interests based on their viewing habits. Around half of British children use TikTok, and while most content is benign, Ofcom considers it the app where young people are "most likely to encounter a potential harm".

AGE RESTRICTION
13+

(Certain features are restricted to over-18s only)

AGE-INAPPROPRIATE CONTENT

TikTok's Following Feed shows videos from known creators, while the default For You Feed serves endless clips based on viewing history. Most are harmless, but unsuitable content can still appear, and watching for long enough signals interest to the algorithm. Although TikTok bans illegal or inappropriate uploads, the volume of posts means some slip through, increasing the chance that children encounter age-inappropriate material before it is detected or removed.

BODY IMAGE AND DANGEROUS CHALLENGES

Ofcom reports that most online harms for girls involve body image, while boys more often see dangerous stunts. Both types appear frequently on TikTok and spread quickly through its engagement-driven algorithm. Harmful challenges have included the "blackout" trend, where users held their breath until passing out. Families filed lawsuits after children died linked to the trend, showing how extreme or risky content can rapidly reach young people and negatively influence them.

IN-APP SPENDING

TikTok is free, but children can still spend money. TikTok coins, costing £9.99 to £224.99, let users buy gifts for creators. TikTok Shop adds risk by allowing purchases from influencers or companies, sometimes leading to poor-quality items driven by persuasive marketing. A Canadian investigation found TikTok collected personal data from many children for targeting and advertising despite age limits, meaning young users may lose control over their personal information.

CONTACT WITH STRANGERS

Between 1.6 and 1.9 billion people use TikTok, meaning there's a high risk of unwanted attention from strangers. Accounts created by over-16s (or young people using a fake date of birth) are set to public view by default. This means that not only is someone's profile visible to everyone else on the app, it also suggests their videos to others and allows anyone to download or comment on them.

MISINFORMATION AND RADICALISATION

TikTok's short videos may appear lighthearted, but they can expose young people to harmful ideas. Misinformation is common, and Ofcom reports that nearly one third of 12-15-year-olds use TikTok as a news source, increasing the chance of seeing racist, misogynistic, extremist or conspiracy material. Even brief clips can influence impressionable users and shape their worldview, making discussions about critical thinking, propaganda and online influence especially important for parents and educators.

ADDICTIVE DESIGN

TikTok's fast-paced stream of eye-catching videos can be potentially addictive for young users. In 2024, UK children spent an average of 127 minutes per day on the platform, double the time recorded in 2020. Excessive use can disrupt sleep, increase irritability, and distract from healthier activities. Constantly skipping between short clips may also affect attention span, making it harder to focus on longer tasks such as homework or reading.

Advice for Parents & Educators

ENABLE FAMILY PAIRING

Family Pairing allows parents to link their TikTok account to their child's in order to manage settings remotely. Parents can then turn on Restricted Mode (reducing the chances of a child seeing inappropriate content), set screen time limits, make accounts private and manage whether their child can send messages – and if they can, to whom. Children cannot alter these settings without parental approval.

DISCUSS THE DANGERS

If a child wants to use TikTok and you're happy for them to do so, it's good practice to discuss the potential risks. Ensure they don't share any identifying personal information or respond to dangerous trends, and that they know to talk to a trusted adult if they're worried by interactions on the app. With more teens using TikTok for news, it's important to talk about misinformation and propaganda.

BLOCK IN-APP SPENDING

Parents can restrict in-app purchases on iPhone and Android devices to prevent accidental or impulsive TikTok spending. Young people can easily spend large amounts on TikTok coins or low-quality products promoted through TikTok Shop. If a disappointing purchase occurs, turn it into a discussion about influencer marketing and how online promotions can be misleading.

READ THE SIGNS

If you're concerned that a child is spending too much time on TikTok, or that they've been emotionally affected by something they've seen, it's important to know how to spot the signs. Increased irritability and a lack of concentration are potential red flags, as is failing to complete homework or skipping meals. Remember, the parental controls are there for a reason, and it's never too late to introduce limits.

Meet Our Expert

Alan Martin is an experienced technology journalist who has written for the likes of Wired, TechRadar, Tom's Guide, The Evening Standard and The New Statesman.



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