



Expect the Best

New Road Primary & Nursery School

Executive Headteacher: Mr R Litten
Deputy Executive Headteacher: Mrs R Bains

Dear Parents/Carers

Many of you may have heard about a new viral video with some very disturbing graphic content that is all over social media, particularly TikTok.

Although we know the initial footage has been taken down, there are a significant number of posts where children are talking about or reacting to the original video. We hope you find the following reminders and suggestions helpful:

Do NOT be tempted to search for such content on your child's TikTok app as the App has an algorithm that filters content and shows you similar posts to what has been previously watched or searched for.

Talk to your child in general about social media rather than referring to this specific content to avoid triggering searches.

Talk to your children about what they should do if they see nasty content and who they could talk to. Make sure you are calm and non-judgemental. We would prefer our children to never see upsetting content, but if they do it is essential they feel able to talk to us about it.

Don't treat 'online' different to real life. To our children, online is real life. Talk about what they do online the same way that you would talk about their day at school, their friends etc. Have regular discussions about what they are doing online.

If your child is on social media, the minimum age for most applications is 13 and content is filtered accordingly. Make sure that you have their privacy settings as tight as possible and watch with them so you are familiar with the apps they are using. Here are two very useful sites to help you talk to your child about seeing upsetting content online and also how to specifically use TikTok.

<https://www.saferinternet.org.uk/blog/advice-parents-what-do-if-your-child-sees-somethingupsetting-online> <https://swgfl.org.uk/resources/checklists/tiktok/>

As always, together we will keep our children safe.

Yours sincerely

Mr Rob Litten
Executive Headteacher

New Road, Whittlesey, Peterborough, Cambs PE7 1SZ

01733 204422 office @newroad.cambs.sch.uk www.newroadprimary.com

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