



## Dereham Church of England Junior Academy

Headteacher: Mrs Kelly Scott

Littlefields, Dereham, Norfolk NR19 1BJ

Email: [office@derehamjunior.dneat.org](mailto:office@derehamjunior.dneat.org)

Tel: 01362 693876

Web: [www.derehamjunior.dneat.org](http://www.derehamjunior.dneat.org)



Diocese of Norwich  
Education and  
Academies Trust

10<sup>th</sup> September 2020

Dear Parents and Carers,

We have been made aware of a real and particularly nasty viral post circulating on TikTok and other social media outlets. The companies are dealing with the situation and it should be cleared within the next few days.

### **Our advice for talking to children about any inappropriate content on social media is to:**

- Remain calm and non-judgemental when talking to your child.
- If they have seen something that has upset them - Be curious - where have they seen this content? Can that channel/account be blocked?
- Don't treat 'online' different to real life, to children online is real life. In the same way that we would talk about their day at school, their friends etc. we should have regular discussions about what they are doing online and what to do if something is concerning or upsetting.
- If you do have further concerns, there are lots of avenues you can use to seek advice such as Childline and the NSPCC
- Please note that Instagram, Facebook, Snapchat, and TikTok all set their age limit at 13.

In school we encourage our students to talk to a trusted adult at home if they have any concerns or worries about social media. We will be reminding children generally about what to do if they are exposed to any inappropriate content online, but will not be explicit in discussing this particular video. Of course if a child wants to talk individually about this, we will do this.

Yours sincerely,

Mrs K Scott  
Headteacher