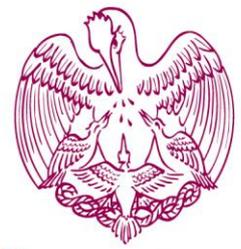


HOH/STH

21 March 2018

Dear Parents/Carers



Sawston
Village College

Principal: Mr J M Culpin

Social Media Use

We are becoming increasingly aware of the impact of social media on young people, both because of national research into this and our own experiences of supporting pupils at Sawston Village College.

The purpose of this letter is to inform you of some of the social media sites that are currently being used and the impact this is having on young people, as well as to offer some advice on how we can work together at school and at home to support our young people.

Snapchat

Snapchat is an app that lets you send a photo, short video or message to your contacts. The 'snap' appears on screen for up to 10 seconds before disappearing, or there is an option to have no time limit. There's also a feature called Snapchat Story that lets you share snaps in a sequence for up to 24 hours. In June 2017, Snapchat launched the Snap Map feature which allows you to see your friends' location on a map, live. Minimum age 13.

Musical.ly

Musical.ly allows you to create, share and discover short videos. You can share videos with friends or with other Musical.ly users. Minimum age 13.

Instagram

Instagram is a picture and video sharing app. Users can post content and use hashtags to share experiences, thoughts or memories with an online community. You can follow your friends, family, celebrities and even companies on Instagram. Instagram allows live streaming. Minimum age 13.

Sarahah

Sarahah is a website and app for Android and iPhone, where you can send completely anonymous comments and feedback to other users. On Sarahah, you can read and favourite messages you receive but you can't reply or find out who they are from. Sarahah can be used in conjunction with Snapchat and Instagram.

Yubo(Yellow)

Yellow is an app that allows you to connect and chat to new people. Users can swipe right on someone else's profile to 'like' them, and swipe left to pass on to view other users' profiles. If two users 'like' each other, they can chat and share images. You can then add that person on Snapchat and send messages, photos or videos. Some people have referred to Yellow as 'Tinder for teens' and have raised concerns about the dangers of talking to strangers online. Minimum age 13.

(NSPCC)



Artsmark
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Council England

O2 and NSPCC's Net Aware site offers information about a number of sites that young people are using, including the risks and how to keep safe on these sites: www.net-aware.org.uk. You can also sign up to the Net-Aware newsletter for up to date information about social networks, apps and games and how to stay safe online.

We see a growing number of young people in school who are having unpleasant experiences online – either through anonymous posting (Sarahah), group messages or comments on photos. Whilst we work with individuals to resolve problems, we also feel it is important to raise general awareness of some of the difficulties for young people in being part of the online world.

We carried out a short survey of pupils in school last term and have recently shared the results of this with pupils as part of Safer Internet Day. Some of the outcomes are listed below for your information:

44.4% of pupils said that they did not know all of their online friends in real life

36.3% of pupils said that they had received an unkind message online

20.5% of pupils said that they had sent an unkind message online

70.6% of pupils said that they have more than one social media account

60.2% of pupils said that their parents did not have access to or monitored their online activity

NSPCC offers advice, or TEAM Tips, for supporting young people to stay safe online:

Talk to your child regularly about what they are doing online. Let them know they can come to you or another trusted adult if they're feeling worried or upset by anything they have seen.

Explore the site with your child. Understand why they like using the site and make sure they know what they can do to keep themselves safe

Agree rules about what's okay and what isn't when using sites, apps and games. You can use NSPCC's [Family Agreement template](#) to help you get started. (see website).

Manage your technology and use the settings available to keep your child safe.

The UK Safer Internet Centre also offers tips, advice, guides and resources to help keep children safe online: www.saferinternet.org.uk

As a school, we are always willing to support young people to resolve issues outside of school that may impact on their happiness and ability to learn in school. We promote safe internet use through Computer Science lessons and PSHE days and where there are specific incidents, staff frequently take time to investigate and support pupils to resolve these issues. There is, however, a limit to the ability of the school to influence and police the behaviour of pupils online, therefore, we would strongly encourage parents and pupils to follow the advice provided by the NSPCC and other national organisations. In the event of serious concerns we would encourage young people and parents to take appropriate action outside of school in the first instance, by reporting any inappropriate online activity. CEOP (Child Exploitation and Online

Protection – a command of the National Crime Agency) offers a direct way of reporting online abuse: www.ceop.police.uk, and most social media sites have a direct reporting tool on their websites, as well as offering the facility to block other online users.

If you would like any further information, or have concerns you wish to discuss please speak with your son or daughter's Head of House.

Yours sincerely

L Hunt D Hunt C Wombwell M Gregg

Heads of Houses