

HJ/CP

7th February 2017

Dear Parent /Carer

It has been brought to our attention that a number of our students are accessing, producing and publishing rap videos that are directed specifically at named students. These videos are then uploaded to social media platforms such as Facebook or YouTube.

We take the safety and emotional well-being of all our students very seriously and will not tolerate any efforts that place this in jeopardy. As an Academy, we have, and will continue to exclude students who take part in cyber bullying on school grounds. I have included a clear definition of what we mean by cyberbullying and would encourage you to have an age appropriate conversation with your child about how this may impact them. We will take action against any student who is involved in the production of the videos regardless of their role.

"Cyberbullying" is when a child, preteen or teen is tormented, threatened, harassed, humiliated, embarrassed or otherwise targeted by another child, preteen or teen using the Internet, interactive and digital technologies or mobile phones

If you believe your child is a victim of cyberbullying in school, we would encourage you to contact the Academy so that the matter can be dealt with.

If your child is a victim of cyber bullying outside of school, we would advise you to report any concerns to the social media platform on which the material has been published, and to contact the Police on 101. Whilst bullying itself is not a standalone crime, it does fall under the category of "malicious communications" which is an offence.

We will continue to educate our students in school about safe internet use and encourage students to report any concerns they may have to a member of staff.

Should you wish to discuss this matter further, please do not hesitate to contact me.

Yours faithfully

Helen Jackson

Mrs Helen Jackson
Designated Safeguarding Officer