



MALCOLM SARGENT PRIMARY SCHOOL

Love To Learn

10 September 2020

Dear Parents

VIRAL VIDEO ON TIKTOK WARNING

We have been notified of a real and particularly unpleasant video which is going viral on TikTok. The company is dealing with the situation and it should be cleared within the next few days.

It is our understand that children under the age of 13 years should not be using TikTok. We are aware, however, that a number of much younger children do regularly engage with this social media platform. You may wish to use this issue to temporarily or permanently disengage your child from TikTok but whatever you choose to do, the advice is that:

- You remain calm and non-judgemental.
- You talk to your child about what to do if they see unpleasant, inappropriate or upsetting content and to whom they should talk.
- You are curious – have they seen this sort of content already? Can the channel or account be blocked?
- You ensure both you and your child know how to report such content.
- You do not treat online content as different to real life. To children, online content is real and should be discussed in the same way as you would talk about their day at school, their friends etc.
- You have regular discussions about what your child is going on line and what to do if something is concerning or upsetting.

The safety of children online remains a high safeguarding priority and it is important that you continue to monitor and oversee your child's internet use regularly. For any further advice on the use of parental controls, please see the e-safety section of our website where we upload our latest e-safety briefings from Alan McKenzie, our e-safety consultant.

Yours sincerely

Mrs Tina Cox
Vice Principal, Student Services