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**THE BULWELL
ACADEMY**
*Creative
Education
Trust*

2 December 2021

Dear Parents/Carers

It has been brought to the attention of school leaders across the UK that the social media platform TikTok is being used by children to create, share and comment on images and videos that are targeting teachers, support staff and school leaders in the most appalling of ways.

Examples of such videos include, but are sadly not limited to, the racial, homophobic, xenophobic and sexist abuse of school staff.

Concerningly, once shared, these images and videos are impossible to track and remove from social media platforms.

Sadly yesterday, with a number of fake or 'parody' accounts being identified, this TikTok 'trend' has now entered the community of The Bulwell Academy. As I am sure you will agree, actions like these are immensely concerning and have the potential to ruin lives.

As a school leader, I am committed to protecting our staff and students and will do whatever I can to prevent the damage that such behaviour can cause, and I wanted to share with our community members my actions in response to such behaviour.

I will permanently exclude any Bulwell Academy student, confirmed through investigation, as a creator and/or distributor of such images and videos. I will consider the same sanction for any student attending The Bulwell Academy who 'likes' and/or offers supportive comment to such material.

Furthermore, I will also permanently exclude any Bulwell Academy student, confirmed through investigation, as the author of any libellous comment written about any staff member in any form and on any social media platform.

I will involve the police in every case that is brought to my attention and I will pursue charges against any individual or group of individuals associated with such behaviour.



I have sourced specialist personnel to monitor and investigate social media 'parody' accounts to help us do all that we can to safeguard not only the students and staff of The Bulwell Academy but also the school teams countrywide who dedicate their lives to support children to fulfil their dreams.

The Bulwell Academy students make us all so incredibly proud, and I would personally hate for any of our own to fall foul of such activity. I urge parents and carers with children who use any social media platforms to regularly monitor their activity and reach out to us should you feel that additional support and guidance is required.

It is extremely rare that I would write to an entire school community in this manner, and I do so, with the sole intention to bring the topic to your attention so that we can work together to safeguard our students and the staff who give so much to support them.

To report any such activity or to request additional support to keep your child safe online, please get in touch by emailing enquiries@bulwellacademy.org.uk.

For further advice and guidance, please visit the Online Safety page on the parents' section of the Academy website which has useful resources for both parents and students: bulwellacademy.org.uk/main/parents/online-safety

Yours sincerely

A handwritten signature in black ink, appearing to read 'B Nash'.

Mr B Nash
Principal