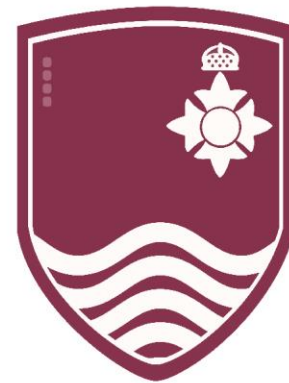


Our Ref: RP/Social Media

Date: 28th February 2023

Dear Parent/Carer,



**Dame Elizabeth
Cadbury School**

Respect. Aspire. Believe. Commit
www.decschool.co.uk

It has come to my attention that some pupils at our school have been making and posting short videos online with the aim of humiliating either staff or other pupils. As a parent/carer of a child, I am writing to ask for your support in underlining the message to our pupils that such actions and behaviour will not be tolerated and the school will be robust in investigating and responding to such actions. Children are not allowed to upload unauthorised short films in the name of their school and we will seek to defend and protect staff and pupils who are subject to these posts.

My staff are having to spend time investigating reports of mis-use of social media which is taking them away from working with pupils. We have been made aware of a number of accounts on Tik-Tok posting videos on fake accounts using the Dame Elizabeth Cadbury name and emblem focusing on staff and pupils. **This is online bullying.** If you become aware of any mis-use, you can report it directly to Tik-Tok who will take the posts down within 72 hours if the posts contravene their rules of use.

We take online safety very seriously, and any activities may result in sanctions in line with the school's behaviour policy, and if warranted we will not hesitate to involve the police if necessary, if there is any violent conduct, conduct that causes damage to the school's reputation and any conduct against members of staff.

We are a Telling School

Finally, can I remind you of one of the key principles of our school is that we are a Telling School. This is something that you will have heard at your child's induction evening right back at the start of Year 7. This key value is important in keeping pupils safe in school. We remind pupils regularly that if they know something that puts them or others at risk, they must share it so that we can act on it. I know that you will have guided your child to be honest and open at home. I ask that you continue to remind them of the importance of this and that they report any issues to a member of staff in school. We will continue to remind pupils of our expectations in a series of assemblies. We will celebrate pupils who follow the rules of our school and we will sanction those that do not.

Thank you for your continued support as we work to keep your children safe when they are in school.

Yours Sincerely,

Mr R Prime
Headteacher



Dame Elizabeth Cadbury School
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Bournville
Birmingham
B30 1UL



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Dame Elizabeth Cadbury School



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