



8th November 2019

Year 7 Social Media Use

Dear Year 7 Parent / Carer,

I am writing to make you aware of an important issue that I spoke to Year 7 about yesterday afternoon.

Inappropriate use of social media is becoming an increasing problem amongst young people. Unfortunately, this is common place within all secondary schools at the moment and we need to educate students about what is acceptable.

The following key points were communicated to students:

- In our experience, 90% of all bullying or fighting derives from or is escalated by incidents via social media.
- All social media sites, including Facebook, Instagram and Snapchat, require users to be at least 13 years old before they can create an account. When opening an account, the sites require users to insert their date of birth. If your child does have an account for any social media site, they have entered an incorrect date of birth in order to allow them to create an account.
- The KAA student code of conduct states that, 'In the community of KAA (as a student) I will never insult, undermine or use abusive language towards a member of staff, visitor or other student, be it in person or via social media.'
- All students and parents signed our 'Home/School agreement' upon admission to KAA, so agreed to the above statement. In any instance whereby this statement is broken, students will be sanctioned in accordance to our behaviour policy. Our behaviour policy can be accessed on our website at: www.kaa.org.uk/students-parents/policies-documents/.
- As also stated in our behaviour policy, 'any student who breaks the code of conduct outside of school will face the same consequences as if they were in school, irrespective of whether they are wearing school uniform. ... For instances outside school, exclusion can be considered if the Academy considers the incident to be damaging to the Academy reputation or of an extreme or dangerous nature that risks the safety and welfare of students and staff.' Inappropriate use of social media from any student will be treated this way.
- We have been made aware of WhatsApp and Snapchat groups that contain large numbers of students in year 7. I hope you appreciate that this form of communication between such a large number of young people will only serve as a platform for altercations between students. Students have been instructed today that these groups must be shut down immediately. Please support us in ensuring that this happens.

I cannot emphasise enough the importance of parents/carers monitoring student's general phone usage including social media accounts and I thank you in advance for all of your support with this.

For any further information regarding this topic, please visit the following websites or contact me directly via email at a.gurnell@kaa.org.uk.

<https://www.net-aware.org.uk/>

<https://www.connectsafely.org/>

Sincerely,

Miss A. Gurnell
Director of Learning | Year 7