

# Colmers Farm Primary School

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Friday 20<sup>th</sup> March 2026

## Subject: Important Safeguarding Update: Safe Use of Social Media and Group Chats

Dear Parents and Carers,

While digital platforms can be excellent tools for socialising and creativity, we have seen an increase in student distress caused by activity on apps such as WhatsApp, Snapchat and TikTok. Specifically, group chats are often becoming hubs for unkind behaviour, bullying, and the sharing of inappropriate or distressing content.

### The Key Issues

**Persistent Bullying:** Unkind comments, memes, and gossip in group chats are creating lasting upset, which then impacts student wellbeing and learning during the school day.

**Age Restrictions:** Many apps, including WhatsApp and TikTok, have a minimum age requirement of 13, and others higher, as they are not deemed suitable for younger children.

**Online Safety & Content:** Unregulated access can expose children to harmful content and conversations.

### How You Can Help (Parental Guidance)

We know that managing online activity is challenging. We ask for your partnership in keeping our children safe online by adopting the following steps:

**Monitor and Review:** Regularly check your child's phone and conversations, including private messages, photos, and group chat histories.

**Set Boundaries:** Establish a "device-free bedroom" policy after bedtime to allow for uninterrupted sleep.



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**Talk Regularly:** Ask your child who they are chatting with and encourage them to show you what they are engaging with.

**Educate on "Leaving":** Teach your child that it is okay to leave a group chat that is making them feel uncomfortable or that is unkind.

### **School Support and Action**

While we cannot manage online behaviour that occurs outside school hours, we will take action if such behaviour impacts the welfare of our pupils. We will continue to address these issues through our curriculum, but the primary responsibility for monitoring online activity lies with parents/carers.

If you have concerns about a specific incident, please contact the school.

Thank you for your continued support in ensuring a safe, kind environment for our pupils.

Yours sincerely,

Miss Hooper

Interim Deputy Head Teacher

Safeguarding Lead

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