

Our Ref: Safeguarding/LFo

11<sup>th</sup> September 2020

Dear Parent/ Guardian

## Re: TikTok

We have, this morning, received the following message and pdf attachments from the Online Safety and Wellbeing Officer for Northamptonshire. We think it is important to share this with you to support you in the ever-developing world of social media and to ensure the continued safety of our children.

'Good morning

We are aware of a disturbing video that is circulating on social media at the moment, especially TikTok and other social media platforms. We have gathered as much information as possible over the last few days as the situation has been moving and changing rapidly. We believe the video has been removed from TikTok but has been and is being shared on other social media platforms. To support schools and parents Northamptonshire County Council have put together some advice on how to manage the incident and how to safeguard young people online especially if they are distressed from seeing the video.

Firstly if young people have come across the video its important we signpost them to DSL's, family support workers so they can get support, we are also following the UK Safer Internet guidelines so we can try and get the video removed, don't forget you can report inappropriate content directly on [TikTok](#) and also [Report Harmful Content](#) especially if the video is on other social media or instant messenger platforms.

We have also put some online safety advice together for schools, parents and carers around managing the incident:

- 1. When or if corresponding with parents and anyone working with young people please don't name the individual in the video, by doing this you could be encouraging young people and parents to go looking for the video causing further distress.**
- 2. As highlighted above please use the Report Harmful Content website and report functions on a social media websites or apps, we need to work together so we can get it taken down as quickly as possible. More information on this is highlighted below.**

Mr S Strickland – BA (Hons), MA, NPQH  
Principal

01604 460004

[office@thedustonschool.org](mailto:office@thedustonschool.org) | [www.thedustonschool.org](http://www.thedustonschool.org)



3. **Encourage where possible parents and young people to not share the video, if a young person or adult gets a video sent to them that they are unsure of we need encourage them to not open it .**
4. **If a young person has seen the video we need to get curious both at home and in the classroom** - ask questions like 'how did you get to that?' or 'what did you click on' this will help parents and professionals understand how their child or children clicked on the content in the first place.
5. **Advise parents/carers to try not to blame** children and young people, they may have clicked on things innocently or may have gone looking for the content on purpose, but it's still important to remain calm and be supportive. They may have heard their friends talking about the video but not know what they might be exposed to by looking at the video.
6. **For professionals and parents make sure you do your research**, some of the information being shared around this incident is very misleading especially on social media.

We recommend the following websites to look and to promote to parents and carers, [UK Safer Internet Centre](#) offer some great guides and [Internet Matters](#) is full of useful information especially around keeping safe on social media. We have also attached two important handouts that you can also share with parents and carers especially the guide to social media and gaming.

For more online safety support you can email us: [onlinesafety@northamptonshire.gov.uk](mailto:onlinesafety@northamptonshire.gov.uk)

Keep safe

**Simon Aston**  
**Online safety and wellbeing officer'**

We hope you find this information shared useful and, should you have any concerns regarding your child/ren being affected by this or any other online activity, please do not hesitate to contact us.

Yours faithfully,



**Mr L Martin**  
**Designated Officer for Safeguarding & Child Protection**

Attachments to this Notice

- Parent handout – 2020.pdf
- Parents – Online safety gaming and social media.pdf