Brunel School
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Wednesday 4th November 2026

Important Information: TikTok, Social Media and Online Safety

Dear Parent/Carer,

We are becoming increasingly concerned about reports of pupils setting up anonymous accounts to post comments, share content or directly target other pupils with abusive and harmful language. This includes racist abuse, discriminatory and identity-based comments, and the use of inappropriate and sexualised language.

We want to make it clear that this behaviour is unacceptable. Online harassment, racism, discrimination and sexualised abuse can have a significant impact on a young person's emotional wellbeing, confidence, mental health and sense of safety. The fact that comments are made online, through an anonymous account or outside school hours does not make the behaviour any less harmful or serious.

How can parents and carers help?

We recognise that navigating social media and online platforms can be challenging, particularly as apps and trends change so quickly. We would encourage all parents and carers to take an active interest in their child's online activity.

Some practical steps you can take include:

- **Talk regularly about social media:** Have open, non-judgemental conversations about the apps your child uses, the accounts they follow and the content they see or share.
- **Check accounts and privacy settings:** Make sure your child understands how to set accounts to private, manage followers and restrict who can comment on or message them.
- **Be aware of anonymous accounts:** Discuss the risks associated with fake or anonymous profiles and explain that using an anonymous account does not remove responsibility for online behaviour.
- **Set clear expectations:** Reinforce that racist, discriminatory, threatening, bullying or sexualised comments are never acceptable, even if they are intended as a joke or are part of an online trend.
- **Encourage responsible bystander behaviour:** Remind children not to like, share, repost or comment on abusive content. Encourage them to report it and seek help from a trusted adult.
- **Monitor online activity:** Where appropriate, agree boundaries around screen time, app use and access to social media. Consider regularly reviewing the apps and accounts your child is using.
- **Keep communication open:** Make sure your child knows they can approach you if they receive upsetting messages, witness abuse or feel pressured to participate in inappropriate online activity.

What should you do if your child is affected?

If your child experiences or becomes aware of online abuse:

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1. Encourage them not to respond, retaliate or engage with the account.
2. Take screenshots and keep evidence of messages, comments, usernames and account details before blocking or reporting the account.
3. Report abusive content and accounts directly to TikTok or the relevant social media platform.
4. Block the account and review privacy and security settings.
5. Contact school if the incident involves pupils, affects relationships within school or has an impact on your child's wellbeing.
6. Contact the police where there are threats, targeted harassment, racist abuse, sexual harassment, coercion or other potentially criminal behaviour. Call 101 for non-emergency concerns or 999 if someone is in immediate danger.

Please be assured that we take reports of online bullying, racism, discrimination and inappropriate sexualised behaviour seriously. Where incidents involve pupils, we will investigate and respond in line with our safeguarding, behaviour and anti-bullying procedures.

How school is supporting pupils

We are proactively addressing these issues through our PSHE and RSE provision, embedded within our bespoke Social, Emotional and Mental Health (SEMH) curriculum.

Pupils are supported to develop an understanding of:

- Respect, equality, diversity and challenging discriminatory behaviour.
- Healthy friendships, relationships, consent and personal boundaries.
- Online safety, digital responsibility and the consequences of online behaviour.
- Empathy, emotional regulation and the impact of words and actions.
- Making positive choices and knowing how to seek help when needed.

Working together to keep children safe

Our priority is to ensure that every pupil feels safe, respected and valued, both in school and beyond. We all have a responsibility to help young people understand that their online actions have real-world consequences.

We ask that you speak with your child about these issues and reinforce the importance of kindness, respect and responsible online behaviour.

If you have any concerns or information you would like to share, please do not hesitate to contact the school.

Yours sincerely

Emily Johnston

Assistant Head
Designated Safeguarding Lead