



Rowlatts Hill Primary Academy  
Balderstone Close | Leicester | LE5 4ES  
t. 0116 276 8812  
w. [www.rowlatts-tmet.uk](http://www.rowlatts-tmet.uk)  
e. [office@rowlatts-tmet.uk](mailto:office@rowlatts-tmet.uk)

Principal: Ms J Virk BSc (Hons) PGCE MBA

Dear Parent/Carer,

Following recent media stories regarding a viral concern being shared on social media, we feel it is a good opportunity to raise awareness of the importance of online safety with our parents.

Viral stories such as this often contain graphic or distressing imagery; we strongly recommend this is not shared with children. It is also important to recognise that by mentioning specific challenges or viral stories by name, we may encourage children to explore something that they were previously unaware of.

Online safety is an important part of keeping children safe at Rowlatts Hill Primary Academy and is taught to all pupils but we can only be successful in keeping children safe online if we work with you.

### Talk to your child

- We would **not** recommend naming concerning challenges or sharing potentially frightening images specifically with children as this can cause them significant upset and distress.
- It's important that parents find out and learn about what children are doing online; find out what your child is looking at, and judge for yourself if it's appropriate.

### Do your research

- Useful websites that can help determine if an online story is true include:
  - [www.thatnonsense.com](http://www.thatnonsense.com)
  - [www.snopes.com](http://www.snopes.com)
  - [www.truthorfiction.com](http://www.truthorfiction.com)

### Take concerns raised by children seriously

- If your child has been exposed to such content and is scared, then it's important not to dismiss their worries. It doesn't matter if the fear is real or not, if it's scaring them, help them feel reassured and safe.
- Talk with them about how they can stay safe, such as blocking and reporting on websites or apps they use and always talking to a trusted adult if they see something upsetting online.

## Understand technology

- Set clear boundaries on how the internet will be used in your house such as time-limits, supervision and what they can access.
- Visit sites like [www.internetmatters.org](http://www.internetmatters.org) and [www.saferinternet.org.uk/advice-and-resources/a-parents-guide](http://www.saferinternet.org.uk/advice-and-resources/a-parents-guide) for advice about parental controls on consoles and devices.
- Make sure you read any parental guidance and safety recommendations (including age requirements - most popular social networking sites and apps are only for users aged 13+, 16+ or 18+); visit [www.net-aware.org.uk](http://www.net-aware.org.uk) to find out information about some of the most popular apps.

## Report any serious risk of harm

- The School Designated Safeguarding Leads are available to discuss any help you may need or concerns that you may have.
- If you are worried that a criminal offence has been committed, then you can report your concerns to the Police. You can contact Leicester Police via 101 or 999 if there is immediate risk or you can report online abuse to CEOP by visiting [www.ceop.police.uk](http://www.ceop.police.uk) and using the "Click CEOP" report button.

## For more information access:

- [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk) - Visit the "Parent/Carer" Section and use the "Click CEOP" button to seek advice and report online abuse
- [www.childnet.com](http://www.childnet.com) - Visit the "Parent and Carer" section helpful tools and advice
- [www.internetmatters.org](http://www.internetmatters.org) - A range of advice and support on issues for parents
- [www.nspcc.org.uk/onlinesafety](http://www.nspcc.org.uk/onlinesafety) - NSPCC provides information for parents about popular social media sites, apps and games.
- [www.saferinternet.org.uk](http://www.saferinternet.org.uk) - Parents guides to safety tools on popular devices and signposts report mechanisms for some websites.
- <https://leics.police.uk/advice-and-information/kids-and-teens/get-safe-online> Guidance from Leicestershire Police

Yours sincerely,



Principal