

Dear Families,

We are writing to make you aware of a social media trend that has recently been shared with all schools across Rotherham. The trend, sometimes referred to online as “School Wars,” has been circulating on platforms such as TikTok and Snapchat. We want to reassure you from the outset that there is no evidence of any fighting or conflict between schools, and our pupils have not been involved in any such activity. However, we feel it is important to keep our families informed so that we can work together to keep children safe online.

Some of the posts involved in this trend try to create pretend rivalries between schools or encourage “competition” that could lead to unkind behaviour or poor choices. Although much of this appears to be online content designed to attract attention rather than real-life behaviour, we want to ensure that our children understand how to stay safe and avoid being drawn into anything inappropriate.

We are grateful to our families who have already contacted us with information. Your vigilance and willingness to share concerns help us to take early action and continue to keep our school community safe and focused on learning.

We are also working closely with local policing teams, who are aware of these online trends and are supporting schools, especially Secondary Schools, across the area. While most of this content is simply online “noise,” we want to reinforce to our pupils that something that may be presented as a “joke” online can still have real-life consequences.

To help us keep children safe, we kindly ask parents and carers to:

- Monitor online activity: Have a quick look at the apps your child is using and the content they are viewing.
- Be aware of messages: Check the tone and nature of group chats your child is involved in.
- Chat with your child: Ask if they have seen posts like this and remind them not to share or pass on anything harmful.
- Let us know: If you see anything worrying online, please contact school so we can follow it up. If you believe a child may be at immediate risk, please contact the police via 101 or 999, depending on the situation.

Please be assured that our priority is always the safety and wellbeing of our children. By working together, we can ensure they remain focused on enjoying school, learning well, and feeling safe both in school and online.

Thank you, as always, for your support.

A handwritten signature in black ink that reads "I. Tankard". The signature is written in a cursive, slightly slanted style.

Mr Tankard