



Bournville
PRIMARY SCHOOL

Selworthy Road
Weston Super Mare
BS23 3ST
Tel: 01934 427130
Fax: 01934 427138
www.bournville.org

27 January 2015

Dear Parents/Carers,

In recent weeks we have heard of several of our children who have been using the internet and mobile phones in a way that is worrying. The internet is a wonderful thing and can be a brilliant way to learn and to keep in touch but it can also be used to continue arguments or falling outs that children have had in school. In some cases this can lead to cyber bullying.

Cyber bullying is the use of electronic media - especially mobile phones and the internet - to intimidate, threaten or upset someone.

Cyber bullying can include:

- texting scary or rude messages by mobile phone
- sending unpleasant photographs by mobile phone
- using online message boards, chat rooms or social networking sites to post cruel messages
- deleting the victim's name from or ignoring their messages on social networking sites

If parents are worried about this, please come and talk to us and we will try to help. Otherwise there is lots of advice available on line. One good site is http://www.bbc.co.uk/schools/parents/cyber_bullying/

Facebook has a 13-year age limit but many children younger than this wish to be part of the online community. How should parents handle this?

We recommend that parents have a general rule about adhering to age limits. Speak with your children about why there are age limits on media contents and services and teach them to respect this.

Facebook is made for young people and adults, and is not meant for children. Both the language used and a culture of sharing your opinions, pictures and video clips mean that children's needs are not considered. Net communities in general give an increased risk of bullying, harassment, spreading of rumours and strangers being able to get in touch. Children need to learn how to cope with this gradually and need to be mature enough to understand what the consequences of their actions could be. This is why the 13-year age limit is in place.

In school we discuss e-safety regularly with the children and have an e-safety curriculum to make sure that the children are taught to use technology safely. Coming up soon is National Safer Internet Week and we will have a number of events to promote this important topic. Please use this opportunity to talk to your children about e-safety and help them to use the internet in a safe way.

Yours sincerely

Nicki Cherry, E-safety Lead, Chris Chaffey, Safeguarding Lead