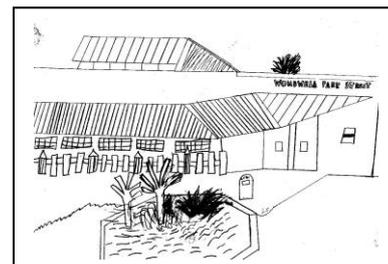




We're working towards Artsmark Awarded by Arts Council England



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Every Child Matters Academy Trust

Executive Headteacher: Mrs G Foster-Wilson
Headteacher: Mrs C Lawson
Deputy Head: Mrs L Longden
Assistant Head: Mrs M Knott

Thursday 12th April 2018

Dear Parents/Carers,

Use of new apps on mobiles, tablets and computers

It has been brought to my attention that there are a variety of new, online apps currently being used by young adults and children. To keep you up to date with the latest trends, I have put together a table of the apps that are quickly becoming popular and a brief overview of what each app allows the user to do. This is mainly for your benefit so that if your child begins using the app or discussing the use of it, you are aware of its functions.

	Calculator% This app looks like a calculator but functions like a secret photo vault.		Hot or Not Strangers rate your profile. Goal is to lead to a date.
	Omegle A free online chat website that promotes chatting anonymously to strangers.		Burn Book Post anonymous rumours about people through audio messages, texts and photos.
	Yellow This app is designed to allow teens and young children to chat with each other in a Tinder-like atmosphere.		Wishbone An app that allows users to compare children against each other and rate them on a scale.
	Whisper An anonymous app the creators promote sharing secrets and meeting new people.		Kik Messaging app. Kik has built in apps and web content that would be filtered on a home computer.
	Ask.fm Ask an anonymous question to get an answer. This app has been linked to the most severe forms of cyberbullying.		Instagram Many kids are now creating fake accounts to hide content from parents. Messages are deleted once a user leaves conversation.
	ASKIP Sending/receiving anonymous messages. Links for this app can be sent through Snapchat stories. Following the link allows the user to access the app without it being downloaded to their mobile.		Lively: Instagram This allows children to share live videos with their followers to connect real time. Followers can watch the video at the same time as it is being recorded.

If your child has access to social media or any of the apps mentioned we would appreciate it if you could please discuss safety around the use of the app, ensure children are supervised and that security settings are checked. Due to the nature of content, most social media platforms require children to be 13 or above when signing up for an account.

In anticipation of your continued support,

Miss Garratt (ESafety Lead), Mrs Longden (Deputy Headteacher) and Mrs Lawson (Headteacher)