Wickford Primary School
Market Road, Wickford, Essex, SS12 0AG
01268 733071
wickfordprimary.uk

Tuesday 3rd November 2026

Dear Parents & Carers,

Year 5 Social Media Concerns

We are writing to advise you of a concern which has come to our attention regarding social media. A number of our Year 5 pupils are in WhatsApp/Snapchat groups and some of these have contained unkind or inappropriate content; this has included vulgar language. This is behaviour that school would describe as cyber-bullying.

School advises against children using WhatsApp and Snapchat as they are not recommended for children under the age of 13 years. However, if you do allow this, please be extra vigilant.

Just like children's interactions in person, online interactions require adult supervision and support. Some successful strategies include:

- Monitoring your child's phone for apps that are downloaded
- Remove devices from bedrooms at night
- Enacting parental controls on phones and consoles
- Reviewing messages they send on platforms and apps – making monitoring part of a daily or weekly routine
- Setting expectations about what space (preferably communal) and times they have access to devices
- Encouraging them to share or discuss with you what they are doing.
- Discussing with them how to self-police and self-discipline their behaviour online.
- Making them aware of online presence and 'footprints' (what happens online, stays online forever).

We refer you to the following links for further advice on parental restrictions:

https://www.parentsprotect.co.uk/
https://www.thinkuknow.co.uk/

Please ask your child's teacher if you need any support in setting parental controls or if you are worried about your child's activities online.

Kind regards,

Mr Baker
Assistant Headteacher