

Senior Girls

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Merchant Taylors'
School

Ambition | Character | Excellence

8th September 2020

Dear Parent/Guardian

Re: TikTok and Online Safety

TikTok is a video-sharing social media app available on iOS and Android which lets users create, share, and view user created videos much in a similar manner to Facebook, Instagram and Snapchat. It's main draw, however, is that users can record and upload bite-sized looping videos of themselves lip-syncing and dancing to popular music or soundbites, often for comedic effect, which can then be further enhanced with filters, emojis and stickers. TikTok has been designed with the young user in mind and has a very addictive appeal.

It has come to our attention that there are some very unsavoury videos circulating on TikTok at present which your daughter would find disturbing and we would be grateful if you could monitor their use of this app. Young people using this app should be 13 years old or above. Attached is a parent guide which explains more about the app and provides safety tips for parents.

If you are made aware of any other concerns in relation to online safety please do get in touch so that we can alert other parents.

Thank you for your support.

Yours sincerely

Mr Lawell

Designated Safeguarding Lead