

10/12/2021

Dear Parent / Carer

I have received a number of reports from concerned students in relation to content uploaded onto the social media platform, Instagram. This content includes images of our academy staff which has been posted, liked and shared by a minority of our students. We have, within 12 hours of the site becoming live, identified those responsible and have taken immediate action. We have also identified those students who have made comments and will respond immediately to these responses also. The site has been closed.

Students who download images from our website or other online sources and make defamatory comments, will receive sanctions in accordance with our behaviour policy. These sanctions will also apply to those sharing this content.


If a student distributes photographs online which are deemed to be offensive, discriminatory or slanderous the police will be notified in addition to the application of our academy policies.

Please support us by speaking to your child about these concerns and if you find that they have created, distributed or liked this content on Instagram please use this as an opportunity to remind them of acceptable online behaviour. If you require further advice and support in doing this, please do not hesitate to contact us at the academy.

It is credit to the majority of our students that we were informed about this site within twelve hours of it being live. Students have actively supported the Academy in identifying the students involved enabling us to respond swiftly. We would like to commend the majority of our students for maintaining their RESPECT core values and acting appropriately when faced with inappropriate online content, as they have been taught to do. The kindness of the vast majority of our students towards our staff during this time has been overwhelmingly heart-warming.

Thank you for your cooperation.

Yours faithfully,



Mrs J Mitchell
CEO/Principal