

# WEATHERFIELD ACADEMY

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Dear Parents/Carers

It was good to see many of you at our monthly Coffee Afternoon on Wednesday and thank you to Mrs Parris, who attended to talk about the teaching of PSHE at Weatherfield and also to provide information in the area of Autism.

## Trips and Experiences

This week, Key Stage 5 attended their second session at Houghton Hall to continue their studies on plant lifecycles. The visit to Houghton Hall was all the more enjoyable in the warm weather and our older learners look forward to their continuing studies at Houghton Hall during the term.

Next week, LSP will be starting their studies in practical life skills. Each Wednesday, they will be visiting a local shop to buy ingredients to make a pre-planned meal the following day. On the menu over the term will be Spaghetti Bolognese, Fajitas and a stir-fry! Please remember to return the reply slip to Mrs Pearce and give details of any allergies.

Letters have been sent out this week in the Lower School for an opportunity to attend our exciting Littlehampton Seaside trip. All details of the trip and payment costs will be available on Parentmail.

## Warmer Weather Reminder

Just a reminder to ensure that sunscreen is applied before school to your child during the summer months, especially if attending outdoor visits. Staff are not permitted to apply sunscreen to learners themselves, but learners are welcomed to bring in their own sunscreen for their own application (please name the sunscreen bottle).

Drinking water available in school and we do remind learners to have a drink regularly, but please feel free to send your child in with a named bottle of water – especially if attending trips.

## Student Work Experience Opportunity

We are offering gardening work experience to students during the summer term. This would take place in the morning, between 8:15 - 9:00 am, on the school farm. Students will be in charge of watering the plants and seeds growing on the farm. They will be shown how to complete the jobs needed and would be supported by Mrs Ferguson.

If your son/ daughter is interested in taking part in the work experience placement please email [iferguson@weatherfield.beds.sch.uk](mailto:iferguson@weatherfield.beds.sch.uk)

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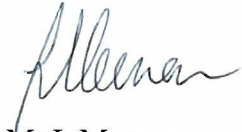


### Safeguarding

Can I please remind you to encourage your son/daughter not to participate in group chats on Social Media. There have been many incidents that have happened online outside of school that are escalating into school and affecting our young people. Thank you for your support in this matter.

If you require support to facilitate this please contact Sarah Berresford, our Designated Safeguarding Lead via [sberresford@weatherfield.beds.sch.uk](mailto:sberresford@weatherfield.beds.sch.uk)

Yours sincerely



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Head of School

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# Online toxic masculinity

Learn more about the spread of misogyny online and about the rise of 'the manosphere' and 'incel' culture. Get advice on how to tackle these issues at home.

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## What do we mean by misogyny and 'the manosphere'?

**Misogyny** is when someone hates or has an aversion to women, and shows prejudice towards women. Someone might mistreat women, or believe that women are not as important or capable as men.

The **manosphere** is a group of online communities where misogynistic views are shared. These groups discuss masculinity and promote anti-feminist and sexist beliefs. The communities also discuss everyday topics such as gaming, finance and politics.

A lot of these groups use jokes and memes (pictures) to share their views, so it might not be obvious at a glance that they're spreading hateful content.

According to a recent survey, **69% of boys aged 11 to 14** have seen misogynistic content online without searching for it, and **52%** of the boys surveyed had seen content from influencers linked to the manosphere.

## Other vocabulary you might hear

**Incel** – short for involuntary celibate. This refers to a man who believes he is unable to form a romantic or sexual relationship with a woman, despite wanting to.

**Red pill/Redpilled** – those who have 'taken the red pill' have 'seen the truth' (i.e they now believe that society treats women too well, and other ideas that undermine equality and fairness between genders).

**Pickup Artists (PUA)** – people who persuade, force or trick women into having sex with them.

**The 80/20 rule** – a (fake scientific) theory that 80% of women are only attracted to the top 20% of men. This is used to blame women for men's feelings of inadequacy and rejection.

**Chad** – A boy/man who is very popular, good-looking and successful with women/girls.

**Stacey** – A girl/woman who is very popular and good-looking, and will usually only be attracted to 'Chads'.

Not everyone uses this type of language however, so it's important to also be alert to generalisations being made about women and men. For example, statements about how *all* women act, or comments highlighting that women and men are different species.



Some emojis linked to incel culture are:



You can view The Key's [digital dictionary](#) for a longer list of terms.

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## Where might your child see this content?

Manosphere content is shared by various influencers across many different online services including:

- Social media platforms such as TikTok, YouTube and Instagram
- Podcasting platforms
- Online messaging boards such as 4Chan and Reddit
- Live streaming gaming platforms such as Twitch

Well-known influencers include Andrew Tate, Hamza Ahmed, Adin Ross and Jordan Petersen, but there are many more.

Content from misogynistic influencers will often:

- Be combined with other, less controversial material including fitness and lifestyle advice, which can help attract a wider audience
- Include step-by-step instructions on how to improve social standing
- Showcase wealth, luxurious lifestyles and expensive possessions. This makes followers think they can have the same success if they adopt the same beliefs

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## How does this content affect children?

Children, and especially boys, might get involved in these online communities as it gives them a sense of self-worth, belonging and security.

They can be strongly influenced, and even radicalised, by what they see.

Manosphere content promotes ideas such as:

- Men are more important and more powerful than women
- Violence against women is acceptable

Following these beliefs can lead to violence against women and girls, such as female classmates.

This content also promotes unrealistic expectations that can lead to poor self-esteem and mental health issues. It preys on vulnerabilities of boys and young men, especially those related to feeling alone and being rejected by women and girls.

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## What can you do as parents/carers?

We're talking about online toxic masculinity in school, for example:

- [insert a summary of how you are tackling misogyny / toxic masculinity in school, e.g. through your behaviour policy, through your PSHE curriculum]

However, children are less likely to be vulnerable to this type of content if they are having similar conversations reinforced at home.

We recommend you:

1. **Read recent news articles** about toxic masculinity and the most famous influencers, if you're not already familiar with them (you can find some in the 'Sources' box below).
2. **Ask your child what they're getting up to online** – show genuine interest, don't judge them or tell them what they should and shouldn't be doing. Children are more likely to share if they feel you're interested, rather than trying to check up on them.
3. **Encourage your child to question what they see online** – a child who is naturally sceptical about what they see online is less likely to be influenced by things that aren't true. Have conversations about why they trust certain influencers and how they can double-check the information they're seeing.
4. **Have open discussions about toxic masculinity** – don't tell your child how to think, but question their thinking and understanding. Ask if they believe some of the views being shared, such as that women "belong" to men, and how that might make the women in their lives feel, or they themselves feel.
5. **Be role models** – encourage your child to be open with their emotions. Show respect for women and girls, and encourage your child to model this behaviour.

### Sources

This factsheet was produced by [The Key Safeguarding](http://The Key Safeguarding): [www.thekeysupport.com/safeguarding](http://www.thekeysupport.com/safeguarding)

- [Parents should be aware of extremism, Met says](#), BBC News
- [Andrew Tate toolkit](#), Bold Voices
- [How to talk to your children about Adolescence, incels and the manosphere](#), The Independent
- [How to talk to children about Andrew Tate and other toxic views online](#), The British Psychological Society
- [Boys are being targeted with harmful content](#), Global Action Plan





# Keep your child safe on TikTok

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## What is TikTok?

A video-sharing app that's very popular with children and teenagers. Users can gain followers and watch other people's short-form video content or slideshows. Anyone can make and upload their own videos, which often include:

- Dance routines
- Lip-syncing to music
- Comedy sketches

There are also videos of news and world events – such as live footage of sports events, protests, natural disasters and world crises.

The age recommendation is **13 and above**, but it's easy for younger children to sign up too.

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## What are the main things to watch out for?

Some of TikTok's popularity comes from videos of 'viral' challenges (i.e. when 1 person attempts a particular skill and then others make their own videos copying it).

Most of these challenges are harmless (for example, copying dance moves or bottle flipping) but some can be dangerous. For example:

- Eating or drinking inedible substances, eating and drinking a far greater quantity of something than is recommended, or purposeful overdosing on common medicines (e.g. 'the TidePod challenge', 'the nutmeg challenge' and 'the Benadryl challenge')
- Holding your breath or being choked until you pass out (the 'blackout challenge')
- Challenges with sexualised content (e.g. the 'silhouette challenge' or 'foopah', which feature indirect nudity using mirrors, shadows or reflections to avoid content filters)

Other things to watch out for on TikTok include:

- Search results on TikTok are based on a number of factors, including trending content and content a child has seen or interacted with in the past. If a child has accidentally clicked on unsuitable content, the search algorithms may drive more unsuitable content to their 'For You' page (their personal feed)
- Sexual, violent, racist and/or homophobic and misogynistic content and other forms of hate speech can appear on your child's 'For You' page. Watching the video and commenting, even if they comment negatively, can drive more related content to their feed
- Content about eating disorders (known as 'pro-ana') and bullying
- Advertising of products available through the TikTok Shop (TikTok's marketplace)

Under-16s can't send or receive private messages. But once users have made contact, for example through comments on videos, they could still switch to another app like Snapchat to chat privately and swap images and videos.

## 7 steps to keep your child safe

### 1. Use Family Pairing (also known as family safety mode)

This feature lets parents/carers control some settings on a child's account from their own phone, including screen time limits, muting notifications, filtering keywords and enabling Restricted Mode. You can also view your child's account activity, restrict search functions and limit who can discover your child's account.

You'll need to download TikTok and link your account to your child's. Once you've created a profile, follow the instructions from [TikTok Help Centre](#) to set up Family Pairing, linking your device and your child's.

<https://support.tiktok.com/en/safety-hc/account-and-user-safety/family-pairing>

### 2. Keep their account set to private and limit profile information

Accounts for users aged 13 to 15 are set to private by default. This means that only approved 'followers' can see your child's videos.

If their account is public, their content becomes viewable on or off TikTok, may appear in search engines, and even news sites.

Even with a private account though, anyone can see your child's profile information. Tell them not to share personal information publicly, like their full name or where they go to school. Encourage your child to only accept 'follower' requests from people they know and trust.

To check your child's account is private, on their phone, simply [follow these instructions](#) provided by the TikTok Help Centre.

<https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/making-your-account-public-or-private>

If you have family pairing set up, you can check this using family pairing.

### 3. Enable Restricted Mode so your child doesn't see inappropriate content

You can do this through the Family Pairing settings. Restricted Mode limits content containing mature and complex themes. Restricted Mode also disables going LIVE (live-streaming) from the account and gifting.

If you're not using Family Pairing, you can enable Restricted Mode by [following the instructions here](#) from TikTok Help Centre

<https://support.tiktok.com/en/safety-hc/account-and-user-safety/restricted-mode>

### 4. Consider setting a time limit on use

TikTok can be hard to put down – help your child rein in their use with a time limit.

You can do this through the Family Pairing settings, or on your child's phone by setting a daily screen time limit. You can do this by [following the instructions here](#). So long as your child is using the same account, this will apply across multiple devices.

<https://support.tiktok.com/en/account-and-privacy/account-information/screen-time>

### 5. Restrict in-app purchases to block spending

TikTok has its own marketplace, TikTok Shop, which allows sellers to advertise and sell products to other users. Your child might also be tempted to support their favourite TikTok personalities by gifting TikTok Coins, an in-app currency paid for with real money.

The steps to prevent this will differ depending on your child's device.



On **iPhone/iPad**, you can use Screen Time settings to disable in-app purchases by [following the instructions here](https://support.apple.com/en-gb/102470). <https://support.apple.com/en-gb/102470>

You can also restrict spending on your child's device with [Family Sharing](https://support.apple.com/en-gb/108380).

<https://support.apple.com/en-gb/108380>

On **Android** devices, you can enable purchase verification for any spending through Google Play. You can find further [instructions on this process](https://support.google.com/googleplay/answer/1626831) on the Google Play help page.

<https://support.google.com/googleplay/answer/1626831>

For children under 13, you can use the parental controls available through the Family Link app. You can find guidance on [how to set up Family Link](https://support.google.com/families/answer/7101025) here.

<https://support.google.com/families/answer/7101025>

Keep an eye on your bank statements to check your child isn't getting round the controls.

## **6. Check settings on interactions like duets, stitching, direct messages and comments**

Duets are where users reply to 1 person's video with another and then share it. The videos appear together, side by side. Users can also respond by 'stitching', where the original video is reposted and the response plays afterwards. This feature isn't available for users under 16 and set to friends only by default for users aged 16 and over.

Your child can also change settings for comments on their videos via the Privacy section, and for users aged 16 and over, change settings for who can send them direct messages, duet and stitch with them, and download their videos.

If you have Family Pairing set up, you can do this through the Family Pairing settings.

## **7. Make sure your child knows how to report content and users**

Filters aren't perfect, so make sure your child knows how to report harmful or upsetting content or users. Make sure you both know the rules too – TikTok bans nudity, sexually suggestive or explicit content, bullying, graphic content, misinformation, gambling, pro-anorexia content, dangerous activities and challenges, and hate speech.

You can keep your child safe by showing them how to report or block unwanted or harmful content:

- **To report an account**, [follow the instructions here](https://support.tiktok.com/en/safety-hc/report-a-problem/report-a-user) from the TikTok Help Centre.  
<https://support.tiktok.com/en/safety-hc/report-a-problem/report-a-user>
- **To report a video, comment, series, LIVE or other problem**: [follow the instructions](https://support.tiktok.com/en/safety-hc/report-a-problem/) from TikTok Help Centre:  
<https://support.tiktok.com/en/safety-hc/report-a-problem/>
- **To delete a follower**, [follow the instructions here](https://support.tiktok.com/en/using-tiktok/followers-and-following/removing-followers) from the TikTok Help Centre  
<https://support.tiktok.com/en/using-tiktok/followers-and-following/removing-followers>
- **To block users** altogether, [follow the instructions here](https://support.tiktok.com/en/using-tiktok/followers-and-following/blocking-the-users) from the TikTok Help Centre  
<https://support.tiktok.com/en/using-tiktok/followers-and-following/blocking-the-users>
- **To delete, mute, or filter messages, or block users from sending direct messages**: [follow the instructions provided](https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/direct-message) by the TikTok Help Centre  
<https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/direct-message>



## Sources

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[thekeysupport.com/safeguarding](https://thekeysupport.com/safeguarding)

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- [Heads warn parents not to back pupil protests spreading via TikTok](https://www.theguardian.com/education/2023/mar/05/heads-uk-parents-pupil-protests-tiktok-stampedes-teachers-social-media), The Guardian, 5 March 2023  
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- [Curating your following](https://newsroom.tiktok.com/en-us/curating-your-following), [Help Centre](https://support.tiktok.com/en/), [Safety on TikTok](https://support.tiktok.com/en/safety-hc/account-and-user-safety/), [Guardian's Guide](https://www.tiktok.com/safety/en/guardians-guide/), TikTok  
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- [Prevent in-app purchases from the App Store](https://support.apple.com/en-gb/HT204396), Apple  
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- [Require a password or authentication for purchases](https://support.google.com/googleplay/answer/1626831?hl=en), Google Play Help  
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