

**HEADTEACHER**

Mrs Elizabeth Robinson BA (Hons) Oxon



Panfield Lane  
Braintree  
Essex CM7 5XP

**TELEPHONE**  
01376 323 701

**EMAIL**  
mail@taboracademy.co.uk

**WEBSITE**  
taboracademy.co.uk

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Dear Parents/Carers

We have been informed of accounts on Instagram that are causing great concern. There have been various names for these accounts, but the same content is evident. Essex Police are aware of the accounts and are working with schools to highlight the dangers of these accounts.

The account name we are currently concerned about is **Braintree Baited** but this account has been linked to a number of alternative accounts of various names. The alternative names we are aware of are:

- ***braintree baited 2016***
- ***all over\_baited***
- ***braintree baited***
- ***braintree\_baited\_2016***
- ***btree2K16***
- ***baitforbait***

The sites listed above are inviting under-age children to send them sexual photographs and videos, and the organisers are then choosing which images are posted. This means the images are no longer under the control of the children. This could put them in danger. Instagram often shuts one account down, and then another account is opened in a new and often similar name.

We would recommend that you check your child's accounts and ensure that they have the highest security settings and are restricted from just anyone being able to access the accounts that include - Instagram, Snapchat and any other social media accounts (as these account names and locations change frequently), as well as talking openly to them about the risks and the fact that it is a criminal offence to make or distribute such images, highlighting to them the dangers they may be putting themselves in. This will be a focus of the upcoming E-Safety week.

For further information about teenage sexting and online sexual behaviour, please visit <https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/sexting/>.

Thank you all in advance for your support in keeping children safe online.

Yours sincerely

*J Chauhan*

Mr J Chauhan  
Assistant Headteacher

**DEPUTY HEADTEACHERS:** Mark Bowman BSc (Hons) QTS, Jo Dumbrell BS (Hons) PGCE, Sarah Speller B Ed (Hons)



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