



Monday 2 March 2026

Dear Parent/Carer,

Re: Reassurance regarding recent social media activity

We are aware of information circulating on social media and in the news regarding a trend sometimes referred to as "Red vs Blue School Wars." These posts, which have appeared on platforms such as TikTok and Snapchat, encourage students to gather after school, sometimes implying confrontations between groups. Many of these posts appear to be rumours or attempts to provoke online reactions; however, we understand that such coverage is concerning.

At this time, we are **not** aware of any posts or reports naming Lincroft Academy, and there are currently **no specific concerns relating to our school**. Nevertheless, the safety and wellbeing of our community remains our priority. We want to reassure you that we are taking a proactive and precautionary approach by raising awareness and promoting responsible behaviour.

How You Can Help

We kindly ask parents and carers to support us by:

- Talking with your child about safe and responsible use of social media
- Reminding them not to engage with or share harmful, distressing, or provocative content. Any such matters will be investigated in line with our safeguarding and behaviour policies and, where necessary, may involve external agencies.
- Encouraging them to report anything worrying to a trusted adult.
- Reinforcing the importance of travelling safely to and from school
- Share any relevant information with us [in school](#) or via worried@lincroft.academy

Our Approach

Our approach is guided by keeping young people safe and preventing harm. We are:

- Monitoring the situation closely
- Supporting students who have concerns



Community



Aspiration



Respect



Excellence



Artsmark
Platinum Award
Awarded by Arts
Council England



- Working with local partners where appropriate
- Reminding students about staying safe online and in the community

The safety and wellbeing of our students is always our highest priority. We encourage you to share any relevant information or concerns with us via worried@lincroft.academy or by [contacting Mrs Byrne, Deputy DSL](#).

Thank you for your continued support and for working in partnership with us to keep our school community safe.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'Emma Appadoo', written in a cursive style.

Emma Appadoo

Principal