



The Ferrers School

The Ferrers School, Queensway
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Principal: Mrs Clare Raku B.A., M.A.

11th March 2026

Dear Parents and Carers,

We are writing to make you aware of an emerging safeguarding concern affecting schools nationally and, more recently, our own community.

Over the past few weeks, we have become increasingly aware of social media accounts, particularly on platforms such as TikTok, where images of school staff and students have been taken without consent and used to create or share AI-generated or manipulated content. In some cases, these images are edited, reposted or presented in ways that are inappropriate, harmful and illegal.

We want to be clear that the use of staff and student images in this way is unacceptable. It can have a significant impact on the wellbeing of the individuals involved and can damage the reputation of both staff and the wider school community.

As a school, we take safeguarding very seriously. If we become aware of students who are creating, sharing, or distributing inappropriate or manipulated content involving members of staff, we will investigate and respond in line with the full force of our behaviour and safeguarding policies. This will include contacting parents and, where appropriate, involving external agencies including the police.

We ask that parents and carers support us by:

Speaking with your child about responsible and respectful use of social media.

Reminding them that taking/using images without permission and posting them online can have serious consequences.

Encouraging them not to engage with, share, or amplify this type of content.

If you or your child come across any accounts or posts that misuse images of staff, we strongly encourage you to report them directly through the platform's reporting tools. Removing and reporting this content helps prevent it spreading further. You can also report them directly to us using worried@theferrers.org and we can take action.

What has been particularly encouraging is that a number of our students have already come forward to share information with staff when they have seen something that they know is not right. We are very proud of those students who have shown integrity and maturity in doing so, and we encourage others to do the same.

If your child has concerns about something they have seen online, please reassure them that they can speak to a trusted adult at school and that we will take their concerns seriously.



Combined
Cadet Force



Thank you for your continued support in helping us maintain a safe, respectful and supportive school community.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Kerry York". The signature is fluid and cursive, with a large initial "K" and "Y".

Miss Kerry York
Assistant Principal