



Aspire & Achieve

Principal: Mr J Sellars MAEd
Vice Principal: Mr B Creasy B.Sc (Hons)
Assistant Principal: Mrs L Thirsk B.Sc (Hons)
Wharf Road, Crowle, Scunthorpe
North Lincolnshire, DN17 4HU
Tel: 01724 710368 Fax: 01724 711923
Email: admin@theaxholmeacademy.com
Web: www.theaxholmeacademy.com

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Dear Parent/Carer

Misuse of Instagram

A serious misuse of Instagram has been uncovered through which a fake profile was constructed in the name of the academy. This was then populated with photographs of a number of teachers that were doctored to make them offensive and hurtful. The students who did this have been identified and are being severely dealt with.

You are receiving this letter because your son/daughter has been identified as having viewed the profile, liked it or subscribed to it. An assembly was held yesterday to include all of the students we had, at that point, identified as being part of this group. In the assembly it was made clear that viewing, liking or subscribing to the profile was a way of giving a kind of approval to it, when in fact it was totally unacceptable. We talked about safe and responsible use of social media and encouraged our students to take great care in what they look at or get involved in online.

We know that the internet and social media can be used in many positive ways. I would be really grateful if you would reinforce this with your child and encourage them to use it for good and avoid getting involved in the more sinister side even as an observer. I will ensure that this message is reinforced with all our students.

Yours sincerely

J Sellars
Principal

