

DEPEW UNION FREE SCHOOL DISTRICT

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October 4, 2021

Dear Depew Middle and High School Families,

I am writing this letter to ask for your help as parents in partnering with us regarding some recent trends on social media. I am sharing this information to be proactive about the health and safety of our school community, as well as help you initiate a discussion with your children about responsible use of social media.

TikTok is a popular app with our students. However, like many social media apps, TikTok is also a source of viral "challenges," in which users share videos of themselves performing pranks or stunts.

[News agencies](#) have reported that the TikTok challenge for October is for a student to do something to a school staff member.

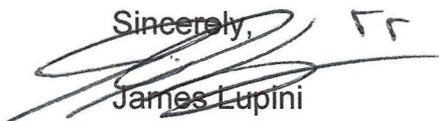
Given the vandalism and stealing that occurred in schools across the country during the September TikTok challenge, we are asking for your support and assistance in addressing this with your children proactively along with disregarding and/or not engaging with the TikTok app.

Please talk to your kids and let them know that social media challenges are not harmless pranks, but an action that has very serious consequences both within and outside of school. If any adult is touched inappropriately by a student (or other adult), consequences will be enforced immediately aligned to our Code of Conduct. In addition, please know that charges may be filed with law enforcement with any type of physical harm within a school, especially when intentional.

TikTok has removed the challenge content from its platform and is redirecting hashtags and search results to its [Community Guidelines](#) to discourage such behavior. TikTok partnered with the National PTA to create a "[TikTok Guide for Parents](#)," that offers tips to help navigate the social media platform and how to talk about it with your kids.

Thank you for your continued support and working together to keep our students and staff in school fully and safe. If you have questions, please don't hesitate to contact us. As always, thank you for your continued support and assistance.

Sincerely,



James Lupini

"Inspiring, Challenging, Achieving"