HALEWOOD ACADEMY

Halewood Academy
The Avenue, Halewood L26 1UU
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Mr I Critchley MA, PGCE, NPQH
Executive Principal

18th November 2026

Dear Parents/Carers

Social Media and Online Conduct

Over recent weeks we have dealt with an increasing number of issues relating to students' communication on social media outside of school time. These issues, often stemming from children using apps like Snapchat or TikTok, can cause considerable upset, anxiety and distraction for students. Friendship problems, arguments or disagreements are commonly made much worse and harder to resolve when social media is involved. Whilst our students are our priority in school, we do not wish to spend time addressing issues on social media that do not relate to students' learning and progress and often have nothing to do with their time in school.

While we understand that social media plays a significant part in young people's lives and that it can be difficult for parents and carers who are unfamiliar with it to understand, it is important that children are guided to use it sensibly, safely and respectfully. Students hear this message in school regularly through our assemblies, form time activities and our Personal Development curriculum. They are reminded frequently of their responsibilities and our expectations. Unfortunately, there is only so much that we, as a school, can do to prevent issues arising without your support. It is important, particularly in the case of younger students, that the use of social media is monitored closely by parents and carers and that children understand what to do if they feel upset, uncertain or uncomfortable about what they read or see. Please consider removing apps or blocking contacts that cause concern and be mindful that most social media apps have age restrictions of 13+ and even then, that is with parental supervision and consent. Guidance on social media and how to help children and young people stay safe online can be obtained from the NSPCC website (Click Here to view).

Some of this content that students post and share is highly offensive, personal and upsetting to members of the school community and this is something we will not tolerate. As well as ensuring sanctions are in place for those who create and share inappropriate content, we will also inform our Safer Schools Police Officer. Please can I ask you to speak to your child(ren) about this, ensuring that they 'unfollow' or 'block' and 'report' accounts that could be offensive to students or staff. Merseyside Police can also be contacted to provide help, support and advice by calling 101.

Equally students that film other students/staff and share these images will have consequences in line with our Expectations for Learning Policy (Click Here to view). We will not tolerate any behaviour where students find it acceptable to film others to intimidate, ridicule or bring the school into disrepute.

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How you can support in managing access and screen time

Below is also some information and videos about how you can support us and your child by monitoring, limiting and controlling their mobile phone usage.

How to Create a Child Account with Family Sharing on iPhone

1. **Open Settings:** Launch the Settings app on your iPhone.
2. **Access Apple ID:** Tap on your name at the top of the settings screen.
3. **Go to Family Sharing:** Select "Family" (or "Family Sharing").
4. **Set Up Family:** Tap "Set Up Your Family" or "Add Member".
5. **Invite Family Members:** Choose to invite existing Apple ID users or create a new account for a child.
6. **Follow Instructions:** The setup process will guide you through inviting members, setting up parental controls (if applicable), and enabling location sharing.
7. **Share Purchases and Subscriptions:** You can choose to share eligible purchases and subscriptions
8. with your family.

Key features of Family Sharing:

https://www.youtube.com/watch?v=8siFNH-brM4

How to Set App Limits on iPhone iOS

1. **Open Settings:** Launch the Settings app on your iPhone.
2. **Go to Screen Time:** Scroll down and tap on "Screen Time".
3. **Enable Screen Time (if not already):** If Screen Time is not already enabled, tap "Turn On Screen Time" and follow the on-screen instructions. You may also need to set a Screen Time passcode.
4. **Tap App Limits:** Select "App Limits".
5. **Tap Add Limit:** Choose "Add Limit" to start setting limits.
6. **Select App Categories or Apps:** Choose the app categories or individual apps you want to restrict. For example, you can choose "Games" or specific apps within the "Social Networking" category.
7. **Set Time Limit:** Tap "Next" and set the desired time limit for the selected apps or categories. You can also customize limits for specific days by tapping "Customize Days".
8. **Add the Limit:** Tap "Add" to finalize the app limit.

https://www.youtube.com/watch?v=0Ue9zGqSK3A

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How to activate and Set Up System Downtime on iPhone

1. **Open Settings:** Locate and tap the "Settings" app on your iPhone's home screen.
2. **Access Screen Time:** Scroll down and tap on "Screen Time".
3. **Go to Downtime:** Tap on "Downtime".
4. **Turn On/Schedule:**
   - To enable Downtime immediately until the next day, tap "Turn On Downtime Until Tomorrow".
   - To schedule Downtime, toggle the "Scheduled" switch to the right. You can then choose to have the same schedule every day ("Every Day") or customize the schedule for different days of the week ("Customize Days").
5. **Set Start and End Times:** If scheduling, set the start and end times for each day you've selected. A 5-minute reminder will be sent before the scheduled Downtime.
6. **Configure Allowed Apps and Contacts:**
   - Within the Screen Time settings, you can also choose which apps and contacts are allowed during Downtime.
   - To do this, go to Settings > Screen Time > Always Allowed. You can add or remove apps and contacts from this list.
7. **Optional: Block at Downtime:** If you've set a Screen Time passcode, you can also choose to block all apps and activity during Downtime.

https://www.youtube.com/watch?v=z_D9xJoYMdM&t=2s

It is important to recognise and thank the overwhelming majority of students who rise to our expectations every day by working hard, behaving respectfully and engaging positively in the life of the school. Thank you for your partnership, understanding and support.

Yours faithfully

Mr I Critchley
Executive Principal