

Tuesday 24 February 2026

RE: Important Update: Social Media and Personal Safety

Dear Parents and Carers,

At Alperton Community School, we pride ourselves on the strong sense of community and mutual respect our students demonstrate within our school community. However, we have recently become aware of a concerning trend across London involving "rival school" postings on platforms like TikTok, Instagram, and Snapchat, which may impact student wellbeing out of school.

A number of the posts divide Brent secondary schools into two colour labelled groups - generally referred to online as 'red' and 'blue'. Pupils are being encouraged to approach or challenge students identified with the "opposite" colour group, film any resulting encounters and post them for "points". While these colour categories appear to be part of the online narrative rather than any real-world organisation within schools, we are including this detail, so you are aware of how the issue is being framed among young people. The original posts from TikTok have also migrated onto Snapchat and possibly onto other social media platforms. These anonymous "confession" or "battle" pages often bypass standard privacy settings.

While these posts often begin as "banter" or school pride, they can rapidly escalate into digital bullying, harassment, and, in some cases, physical confrontations outside of school hours. Given our location in a high-density area where students from various schools share transport hubs, we want to ensure our students remain safe and focused on their education.

We believe the best way to navigate the digital world is through partnership between home and school.

We kindly ask that you:

1. **Check Privacy Settings:** Ensure your child's accounts are set to private and that they are not following anonymous "rivalry" pages.
2. **Discuss "Banter" vs. Bullying:** Help them understand that once a comment is directed at a specific individual or group with the intent to demean, it is no longer a joke.
3. **Monitor Commutes:** Remind your child to be mindful of their surroundings when traveling. Staying out of online disputes helps keep them safe in the physical world.
4. **Report, Don't Retaliate:** If your child sees a post targeting our school or themselves, encourage them to screenshot it and report it to a member of staff rather than engaging with the post.



We suggest you closely monitor possible exposure to such posts online, and to ensure that the friction of the internet doesn't spill over into their daily safety and well-being. If any student gets involved in any way (online, in person, out of school) they could be at risk of permanent exclusion.

Thank you for your continued support in keeping our community a safe and positive environment for all.

Kind regards,



Mr C Dixon
Headteacher



the **PiXL** club
partners in excellence



The Award for
MAKING A DIFFERENCE -
SECONDARY SCHOOL OF THE YEAR

SILVER AWARD

