



Riverside Primary School

Ferry Road, Hullbridge, Hockley, Essex, SS5 6ND

Headteacher: Mrs Claire Smith

Tel: 01702 230911

Email: admin@riversideprimary.co.uk Website: www.riversideprimary.co.uk

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Dear Parents and Carers

Parental Alert: Navigating Influencer Culture & Digital Safety (Year 5 & 6)

As our Upper Key Stage 2 pupils become more active online, we have noticed an increase in discussions regarding high-profile social media influencers, specifically **Andrew Tate**.

While some children may only know him as a "famous person," a "singer," or someone who talks about "fast cars and wealth," his content often promotes views that directly contradict our school values of **respect, equality, and healthy relationships**.

Why is this a concern for Year 5/6?

Children this age are the primary target for "sanitised" versions of harmful content. Through **YouTube Shorts** and **TikTok**, algorithms often push high-energy, musical edits of influencers to young audiences. These clips focus on "aspirational" lifestyles (money and success) to build a following, which then acts as a gateway to more extreme and misogynistic views.

What can you do at home?

1. **Check "Shorts" and "Reels":** Even with parental filters, "Shorts" can sometimes bypass standard keywords. Take a moment to scroll through your child's recent feed with them.
2. **The "Why are they famous?" Talk:** If your child mentions a name they've seen online, ask them: "*What do they stand for?*" or "*How do they treat other people?*" This encourages critical thinking rather than just following a trend.
3. **Monitor "Algodance":** Explain to your child that social media platforms are designed to show them more of what they click on, even if it isn't true or helpful.
4. **Open Dialogue:** If they have seen or heard something confusing, let them know they can talk to you without being "in trouble" for what the algorithm showed them.

School Support

In school, we are addressing this through our **PSHE (Personal, Social, Health and Economic)** and **RSE (Relationships and Sex Education)** curriculum. We are focusing on:

- **Media Literacy:** How to spot misinformation and "clickbait."
- **Respectful Relationships:** Challenging stereotypes and promoting kindness toward everyone.

If you have any concerns about your child's online safety or would like further guidance on managing specific platforms, please do not hesitate to contact your child's **Class Teacher**.

Thank you for your support in keeping our children safe.

Yours sincerely

Mrs Claire Smith
Headteacher

