



SYDENHAM SCHOOL

Headteacher Emma Wijnberg, BSc PGCE NPQH
Dartmouth Road, London, SE26 4RD
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Website: www.sydenham.lewisham.sch.uk
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Wednesday, 19 November 2025

Dear Parents and Carers,

IMPORTANT: Inappropriate Social Media Activity Targeting Our Students

It has come to our attention that an offensive TikTok account called SYDBAITS_OFF (account holder name is @elmoundercover_) is being used to target some students in a discriminatory and inappropriate manner.

Please ask your child to unfollow and report this account immediately if they are currently following it. If your child has been tagged in any posts, please inform us and, if known, identify who may be responsible.

What we need from parents

1. Please check your child's social media accounts, particularly TikTok
2. If your child is following the account SYDBAITS_OFF, have them unfollow and report it immediately
3. Discuss with your child that remaining a follower only encourages this harmful behaviour
4. Report any further concerns or information about the account directly to our safeguarding team/Head of Year - we appreciate your partnership in helping us address this situation effectively
5. Do visit the following for further help and support:
 - a. <https://www.internetmatters.org/hub/esafety-news/tik-tok-app-safety-what-parents-need-to-know/>
 - b. <https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/>

Actions taken so far

- We have instructed all students who have raised concerns about this TikTok account to report it to TikTok and remove themselves as followers/ participants.
- We have reported the account to TikTok and are pursuing its removal
- We are sharing the content with the police

We take this matter extremely seriously as it involves the targeted harassment of our students. Such behaviour violates our school policies and potentially breaches laws regarding online harassment and discrimination.



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Please be assured that we are working diligently to identify the source of this account and will take appropriate disciplinary action. We also want to emphasise the importance of digital citizenship and responsible online behaviour to all our students.

If you have any questions or concerns, please don't hesitate to contact your child's Head of Year or the safeguarding team (safeguarding@sydenham.lewisham.sch.uk).

Yours sincerely,

Eleanor George

Assistant Headteacher and Designated Safeguarding Lead
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