

Dear Parents,

As part of our ongoing Safeguarding work, we would like to draw your attention to the dangers associated with a popular social media apps called Musical.ly and Live.ly Please read the information below to ensure that you are aware of the potential dangers:

The free app called musical.ly contains adult material and could be used to groom children - what appears to be a harmless, fun application can pose a serious threat to the safety of your child.



Musical.ly is a social network for sharing user-generated music and videos. Many children enjoy the 'lip-sync' element of the app as well as browsing videos created by others. Videos are generally shared between groups of friends and can be saved as private, but the other content is freely available and is not 'policed'.

The app states that it is not to be used by children under the age of 13. The terms and conditions say that it is intended for users over the age of 18.

In addition, musical.ly links directly to another app entitled live.ly which has no safety settings and permits anybody to enter into a conversation with your child. Through this, they are at serious risk of being exposed to extremely inappropriate content and conversations.

There are current ongoing investigations with the police and CEOP into claims of grooming via this app.

Channel 4 report - On 8th June Channel 4 reported that children as young as nine are being groomed and bombarded with sexually explicit messages on popular social media app Musical.ly and streaming site Lively. The article is published at the following address and highlights the importance of parents being aware of what their children

are doing online: <https://www.channel4.com/news/children-bombarded-with-sexually-explicit-chat-on-musical-ly-and-live-ly>

As always, please come in and speak to us if you have any questions or require any additional information or support.

Watcombe Primary School Safeguarding Team