

6 May 2026



Smestow Academy
www.smestowacademy.co.uk

Dear Parents/Carers

I am writing to you today regarding an important matter.

It was recently brought to our attention that a number of TikTok accounts were falsely claiming to represent Smestow Academy. These accounts had posted videos of staff using images taken from our official school website, which had been altered using artificial intelligence (AI), alongside derogatory content involving our pupils.

I would like to inform you that, following thorough investigations by staff and appropriate action taken with the platform, many of these accounts have now been identified and removed.

The content shared on these accounts was highly offensive and included hurtful and inappropriate comments. While some pupils may have interacted with these posts without realising they were fake, it is important to stress the seriousness of this behaviour.

Please be aware that if there are any future incidents of this nature we would take a strong line which may lead to suspension, or in the most severe cases, a permanent exclusion. We would also report the matter to the police. Content that targets individuals in a harmful or repeated way may be considered harassment or bullying and could be treated as a criminal offence. Recording or sharing material that humiliates others, or is intended to cause distress, may fall under laws relating to harassment or malicious communications.

Our staff work tirelessly to support every child both pastorally and academically, and no member of our community should be subjected to this kind of behaviour.

We kindly ask for your continued support in discussing appropriate social media use with your child and checking the platforms they use. Please encourage them to report any concerns to a member of staff and remind them that we are a 'telling school'.

Thank you for your ongoing support.

Yours faithfully

A handwritten signature in black ink, appearing to read 'I Chamberlain', written in a cursive style.

Mr I Chamberlain
Headteacher



Smestow Academy
Windmill Crescent
Castlecroft
Wolverhampton
WV3 8HU
West Midlands



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