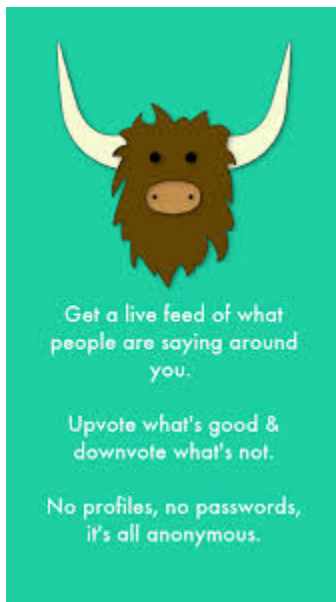


Dear Fairfield Public School Community;

Recently it has come to our attention that there is a new social media application (app), called Yik Yak, that is creating opportunities for mean-spirited, bullying behavior among some of our students. The app suggests that people can post anonymously and then others can “vote up or vote down” regarding the post with any app holder within a 5 mile radius. Upon researching this we have learned that Yik Yak has been causing many issues at middle schools, high schools, and colleges around the country. The issues range from bullying behavior, racial harassment, sexual harassment, to bomb threats and threats of physical violence. In one instance in another state, students have been arrested for threats made using this application. It is important for educators and parents to discuss digital behavior and set standards for positive pro-social behavior with respect to technology. Please talk to your children and remind them that mean-spirited behavior and bullying will not be tolerated. The district has made efforts with the publisher of this app to block it from use on our school grounds and our faculty is taking this opportunity to help support the message that each and every person in our schools has a right to be intellectually, emotionally and physically safe. Please support this message with your students. Below please find the “screen shot” of the Yik Yak’s icon should you wish to see if our children are engaging in this new and potentially dangerous social media app. Also please see the attached article from the Huffington Post with talking points for parents.

<http://www.huffingtonpost.com/tag/yik-yak>



Thank you for your support in building and maintaining a positive and safe school climate.