



Marlene M. Blocker, Principal
East Upper School
1801 East Main Street
Rochester, NY 14609
(585) 288-3130

May 2, 2022

Dear Families,

As we begin the last marking period of 2021-22 school year, I want to take this opportunity to thank you for your continued support and partnership.

We all know that social media (Facebook, Instagram, Snapchat, TikTok, etc.) plays a significant role in our world today, and we are continually being challenged to help our students use it in a safe and respectful way. The Rochester City School District is committed to keeping our children safe, which includes promoting the responsible use of the Internet.

Over the last several years, the RCSD has had to address many challenges as the result of social networking, especially by our teen students. As the popularity of social media grows, we are seeing it affect our elementary students too. With the frequency of these issues increasing, we are concerned about educational distractions and the social and emotional well-being of all our students.

Our school is spending a delicate amount of time mediating, counseling, and investigating issues that involve social media activity, resulting in the loss of instructional time. I am asking for your cooperation and support. If your children use social media, please monitor their activity. Too often misunderstandings between two individuals end up involving everyone in their social circles. Please talk to your child about safe and appropriate online behavior. Encourage them to reach out to a trusted adult if they need help navigating the issues that can arise on social media.

The East community is committed to providing a safe and welcoming environment conducive to learning. If you have any questions or concerns about the use of social media, please do not hesitate to call me at 585.288.3130.

Sincerely,

Marlene Blocker

Think before you post ...

T	Is it <u>t</u> true?
H	Is it <u>h</u> elpful?
I	It is <u>i</u> nspired?
N	Is it <u>n</u> ecessary?
K	It is <u>k</u> ind?