

Mayfair Elementary School
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Dear Mayfair School Families:

A recent social media challenge targeting children and young adults called the “Momo Challenge” has created concern throughout the country due to its disturbing nature. The purpose of this letter is to make you aware of this challenge, provide you with information about it, and urge you to monitor your children’s use of social media and the internet. The “Momo Challenge,” a game found on Facebook and the app WhatsApp, features a frightening avatar who asks its viewers to perform various tasks and provide photos as proof. The “Momo” threatens those who do not perform the tasks.

The “Momo Challenge” is one example of dangerous “games” through social media that have a negative impact on students and their social interactions. You can learn more about the “Momo Challenge” by visiting the links below. Please be warned that some of the images and stories may be disturbing.

[What is the “Momo Challenge?” 5 Things to Know About Game](#)
[“Momo Challenge,” A Dangerous Viral Game, Prompts Warning to Parents](#)
[How to Talk to Children About Dangerous “Momo Challenge”](#)

In addition, as the holiday season approaches and children may have more screen time on electronic devices or receive them as gifts, it is an appropriate time to consider family guidelines for appropriate use. We ask that you consider age appropriateness for children’s use of technology, time spent on social media and overall reminders of family expectations for making good choices. To assist you in these efforts, I am also providing you with some links that offer advice and assistance:

[13 Tips for Monitoring Kids' Social Media](#)
[Safe Search Kids](#)
[Media Guidelines for Kids of All Ages](#)

Please contact your grade-band counselor at the school with any concerns regarding this topic or any other social media/internet concerns. Thank you for your support of the students at Mayfair.

Sincerely,

G. Lowery
Principal