

**William A. Shine**  
**Great Neck South High School**

341 Lakeville Road  
Great Neck, New York 11020

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(516) 441-4800

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*Susan Elliott*  
*Principal*  
*selliott@greatneck.k12.ny.us*

Subject: A growing concern here at South High

October 23, 2014

Dear Parents/Guardians:

Over the last few days, an app has become very popular here at South High School. Yik Yak allows participants to post thoughts and observations anonymously and to have those posts available to all members of the community. In its terms of service, Yik Yak specifies that no one under 17 is allowed to use the app and 17 year olds need parental permission.

I wish I could tell you that our students have used this site in positive ways but unfortunately that does not seem to be the trend here at school. The posts are often hurtful, distasteful and irresponsible. Given the site's anonymity, it is impossible to hold individuals responsible for the comments made and shared. We have asked to have a geofence installed around the school so that Yik Yak is not available, a mechanism Yik Yak promises to provide, but this has not been successful so far.

Please look at your child's phone, if Yik Yak is installed, take a look at the "Home" button and talk with your child about what you find. At that point you may want to delete the app from the phone. We will be talking with your child about the importance of being socially responsible and sensitive to the feelings of others. We hope that you will be having the same conversation with your child at home.

It's not enough to avoid negative posts; this is an excellent example of how not being part of the solution equates to being part of the problem. Please talk with your child about this and urge them to think about how they believe people should treat each other. This is an excellent time to "be the change you want to see in the world" and for you to help your child effect this change.

Thank you for your cooperation. We remain dedicated to the safety and well-being of all of our students. We look forward to working with you toward that end.

Sincerely,  
Susan Elliott  
Principal