



**Dr. Scott Hoopes**  
Interim Superintendent/  
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**Bruce D. Harbinson**  
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### **Parents/Guardians: We need your help.**

In light of recent concerns regarding troubling social media trends, we would like to encourage parents/guardians to please discuss the appropriate use of social media with your children and to monitor what they are viewing online. Students are being exposed to potentially harmful content on social media platforms including TikTok which can incite individuals to participate in acts that can have serious consequences, potentially including criminal charges.

A TikTok monthly challenge promoting destruction, violence, assault, and sexual harassment has resulted in youth recording and sharing videos of illegal and blatantly inappropriate acts. The Cumberland Regional School District shall consult the New Jersey State Police to file charges, expel guilty individuals, and demand restitution related to inappropriate behavior.

Please check in with your family members and have an honest conversation about the impact of these behaviors. Working together, we can ensure a peaceful and respectful environment for all students and staff and continue to focus on our mission of academic excellence and student success.

Sincerely,

Dr. Scott Hoopes  
Interim Superintendent