CAMPBELL COUNTY SCHOOLS

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Community Safety Update

Campbell County Schools is aware of social media images circulating as part of the ongoing "Cat in the Hat" social media trend. The images appear to be AI-generated and include a visual representation of our school(s).

This is part of a broader social media trend occurring overseas, nationally, and across Kentucky, involving AI-generated or manipulated images and threatening or intimidating messages referencing schools, students, and communities. Law enforcement agencies and school districts throughout Kentucky are actively investigating similar posts. At this time, we have no information indicating a credible threat to Campbell County Schools. Similar incidents investigated elsewhere have also been determined not to represent credible threats.

Even so, we take anything involving the safety of our students and staff seriously. We are working closely with law enforcement and have increased awareness and security measures throughout the district as an additional precaution. We will continue to remain vigilant and will respond immediately to any information that could represent a legitimate safety concern.

We also need the partnership of our families and community. Please reinforce with students that creating, modifying, posting, or sharing threatening images or statements is not a joke or harmless social media activity. These posts can create fear, disrupt schools, consume significant law enforcement resources, and result in serious school disciplinary and legal consequences. In Kentucky, a juvenile connected to one of these accounts has already been identified by law enforcement, and authorities have confirmed that charges will be filed.

We ask students, families, and community members to help us by not reposting or further circulating these images. If you see concerning content, save a screenshot and report it directly to a school administrator, School Resource Officer, or law enforcement.

We understand that seeing an image referencing a familiar school can understandably cause concern. There is currently no information indicating a credible threat to our schools. We will continue working closely with our law enforcement partners, monitoring the situation, and taking appropriate precautions to keep our students and staff safe.

Thank you for helping us reinforce responsible social media use and for partnering with us to keep our schools and community safe.

BOARD MEMBERS – Peggy Schultz, Board Chair | Kimber Fender, Board Vice Chair | Phil Griffin | Tamara Kuhel | Tyler Owen