

## What Does Your Web Site Communicate?

Most youth programs have established a web site to advertise, gather applications, and communicate information about their programs. The old expression that “a picture is worth a thousand words” certainly applies, but have you taken a close look at those pictures to see what they might imply?

Some photos recently seen on web sites show:

- Youth diving off of 20-foot high rocks into a river.
- Youth on high ropes courses without helmets.
- Youth pointing target rifles at each other.
- Staff climbing up onto 20-foot tall bonfire towers.
- Multiple youth hanging from a soccer goal.
- Multiple youth being “blobbed” simultaneously, without lifejackets.

The message these photos communicate probably does not reflect the youth program’s true attitude toward safety, but it’s hard to argue with a photograph. Think about who might look at your web site. Obviously insurance companies do, but what about a plaintiff’s attorney? If an attorney sees rules violations or safety concerns, even if they do not pertain to his client’s injury, a case could be made that this is a systemic problem. Take the time to look over your web site photos carefully to see what messages you are really sending.