

SIBA's

"Decide for Yourself"

Banned Books Week Toolkit

for Booksellers

The Purpose of This Toolkit

SIBA has created this toolkit to support our member booksellers with their displays, marketing, and efforts around promoting Banned Books Week to customers. This toolkit includes links to important resources and marketing materials from the American Library Association, ABA, ABFE, and SIBA's Peer Bookseller Resource Library.

We have also included links to book recommendations from SIBA's Southern Bookseller Review (SBR) "Decide For Yourself" feature in our SBR newsletter and social media. Decide For Yourself is an ongoing series highlighting banned and challenged books with positive reviews from SIBA booksellers. We have provided Canva templates to create your own Decide For Yourself flyers, bookmarks, shelf-talkers, and social media posts for Banned Books Week, and beyond, to bring continued attention to these important books and the issue of book bans and challenges.



How to Use This Toolkit

This toolkit is meant to be customizable for your store and designed for you to take what works for you and leave what doesn't. All marketing materials provided are in template format for you to customize. We have included ready-made social media posts that you can copy and paste, or edit to be in your own store's voice. Our "Decide for Yourself" bookmark and flyer is meant to be printed and placed into banned books on the shelves or in a display. We have also included shelf talkers for your staff to write reviews to feature banned books.

Along with the marketing materials, you will also find links to many resources below. Follow the links to get more information and ideas on how your store can celebrate, promote, and advocate for banned books all year round!

Banned Books Resources

- [Prison Banned Books Week](#)
- [ABA's Right to Read Toolkit](#)
- [2025 ABA Banned Books Week Marketing Assets](#)
- [American Booksellers for Free Expression \(ABFE\) Resources](#)
- [American Library Association \(ALA\) Banned Books Week Resources](#)
- [Empowered by Reading: The Benefits of Giving Youth Access to a Wide Variety of Reading Materials \(Unite Against Book Bans\)](#)
- [ALA's Report Censorship Toolkit](#)
- [Unite Against Book Bans Toolkit](#)
- [National Coalition Against Censorship's Book Censorship Action Kit](#)
- [Penguin Random House Banned Books Resources for Booksellers](#)
- [Banned Books Week Resources from BannedBooksWeek.org](#)
- [Defend LGBTQ Stories \(National Coalition Against Censorship\)](#)
- [Resources for Banned and Challenged Books from Simon & Schuster](#)
- [Every Library's Fight for the First Campaign](#)
- [PEN America's Information on Book Bans](#)

Get More Banned Books Resources from [SIBA's Peer Bookseller Resource Library](#)



Southern Bookseller Review's "Decide for Yourself" Feature

In May of 2023, [the Southern Bookseller Review \(SBR\)](#), a newsletter and website published by SIBA, launched a feature titled "[Decide for Yourself](#)," which is a section of the newsletter dedicated to Southern bookseller reviews of books which have appeared on PEN America's [index of school book bans](#).

With over 1500 books on the list, it has been never been difficult to find books both beloved by booksellers and challenged in school districts and library systems. The first book featured in SBR's "Decide For Yourself" was [Clap When You Land](#) by Elizabeth Acevedo, which Square Books in Oxford, Mississippi calls "A beautiful story about love and loss, and how sometimes those things can be really complicated."

See More "Decide for Yourself" Banned Books Reviews on [SBR's Website](#)

Printable Marketing Materials

- [Decide for Yourself Customizable Flyer Template](#)
- [Decide for Yourself Bookmark](#)
- [Decide for Yourself Shelf Talkers](#)

Social Media Marketing Materials

You are invited to use these social media posts as-is, but feel free not to use their content to make your own. We have included graphics and captions for each post in the linked templates. Tag your posts on Instagram with #BannedBooksWeek #SIBABooksellers #SIBABannedBooks #DecideForYourself, and tag SIBA (@siba_books and SBR @southernbooksellerreview so we can share your posts.

- [Decide for Yourself Customizable Post #1](#)
- [Decide for Yourself Customizable Post #2](#)
- [Decide for Yourself Customizable Post #3](#)
- [Decide for Yourself Customizable Post #4](#)

