

# No More Neutral

## How to Use Marketing to Position Your Library in Challenging Times

### Takeaways

- Book challenges are not random. This is [a concerted, strategic effort](#).
- Libraries are not neutral, nor should they be. Read the [ALA Code of Ethics](#) on racial and social justice.
- The large majority of voters [oppose book bans](#) and [trust librarians](#) to recommend books.
- Policies are your best defense. Align your collection development policy and explain your purchase decisions and how citizen requests can be made.
  - Here is a [great example](#) from Great River Regional Library.
  - Here is [another](#) from Maitland Public Library.
  - And [here is an example](#) of a citizen's request for reconsideration form from Branch District Library.
- Promote your policies so your public understands your library's philosophy and process.
  - [St. Louis County Library](#) shared resources with the community on their blog.
- [Celebrate](#) the ability to read freely with promotions all year long.
- Promote your library as a trusted institution, as [Chillicothe Public Library](#) does.
- Prepare your staff about how to manage challenges.
  - Create talking points.
  - Establish who needs to be notified in the event of a challenge.
  - [Report challenges](#) to the ALA Office of Intellectual Freedom.
  - Use the [Intellectual Freedom Consulting Services](#) to navigate the challenge.



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