



Content Capture Checklist

Plan and collect campaign photos, video, quotes, facts, and permissions for multi-channel reuse.

Campaign	
Owner	
Date / milestone	
Review date	

Purpose and operating standard

Use before field visits, events, announcements, and volunteer activities.

Use verified information, assign a named owner, protect personal data, and confirm jurisdiction-specific legal or election requirements with the authorized campaign official or election authority.

Pre-event brief

Field	Decision
Objective / audience	
Primary message	
Required shots / moments	
Interview subjects	
Call to action	
Consent / privacy constraints	
Owner and delivery deadline	

Capture list

- Wide establishing shot
- Candidate/volunteer action
- Close detail or human moment
- Short vertical video
- Short horizontal video
- One usable quote
- Verified facts, names, spellings, and location

- Call-to-action visual

Quality and consent check

Check	Complete
Image/audio usable	☐
No private voter data visible	☐
Permission/consent handled	☐
Names/titles verified	☐
Files backed up and labelled	☐
Best assets sent to owner	☐

Reuse plan

Asset	Website	Email	Social	Media	Volunteer follow-up



Sources and local adaptation

Confirm all election, finance, accessibility, privacy, and voting-information requirements using current official sources. Record the source and verification date before operational use.

Elections Canada - candidate and political financing guidance
<https://www.elections.ca/>

U.S. Federal Election Commission - candidate and committee guidance
<https://www.fec.gov/help-candidates-and-committees/>

National Democratic Institute - Campaign Skills Handbook
https://www.ndi.org/sites/default/files/Campaign%20Skills%20Handbook_EN.pdf

CISA - election security resources
<https://www.cisa.gov/topics/election-security/election-security-resource-library>