

Weekly Content Calendar - Filled Example

Completed example: Jordan Lee for Riverside Council | Prepared September 15, 2026

A completed communications workflow connecting campaign priorities, content production, approvals, channel adaptation, and rapid-response discipline.

Weekly content calendar

Day	Story / objective	Asset	Channels	Owner	Approval
Mon	Safer school crossings - define problem	45-sec candidate video	Facebook, Instagram, email clip	Lena	Approved
Tue	Volunteer spotlight - recruit	Photo + quote card	Instagram, Facebook	Chris	Approved
Wed	Property-tax accountability - explain	Carousel + web article	All social, website, email	Lena	Candidate review
Thu	Mega-canvass invitation	Short video + event graphic	Social, volunteer email	Sam	Approved
Fri	Week-in-review proof of work	Photo set + metrics	Social, newsletter	Chris	Pending totals

Content capture checklist - completed event

- ■ Landscape and portrait candidate footage
- ■ Three volunteer quotes with consent
- ■ Wide shot establishing location
- ■ Close-up of literature and app use
- ■ Accurate names and spellings recorded
- ■ No voter information visible in images
- ■ One clear next-step CTA captured

Rapid-response example

Time	Action	Result
14:05	Local account posts inaccurate claim that Jordan opposed the crosswalk review.	Issue logged; screenshot preserved.
14:12	Communications checks council record and approved platform.	Claim confirmed false; source links assembled.
14:25	Manager approves factual response; candidate review not required under standing protocol.	Response approved.
14:32	Post publishes with source link and neutral tone.	Correction shared by three community organizations.
16:00	Team reviews reaction; no escalation required.	Closed and archived.

Training note: This is a fictional completed example. Campaigns should replace all entries with their own facts and verify jurisdiction-specific legal, finance, privacy, and election requirements with current official sources.