



Weekly Content Calendar

Plan a coherent weekly message rhythm across website, email, social, media, and field.

Campaign	
Owner	
Date / milestone	
Review date	

Purpose and operating standard

Use one sheet per week and connect every item to an objective and call to action.

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.

Weekly objective

Audience	Objective	Core message	Call to action

Publishing calendar

Day/date	Channel / asset	Topic / hook	Owner	Approval	Publish time	CTA / link

Content capture needs

Event / moment	Required photo/video/quote	Capture owner	Delivery deadline

Weekly review

Item	Reach/actions	Campaign result	Learning / next change



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>