

# PRIORITIES USA

## TRAININGS

### End of Cycle Digital Checklist

#### Pre-Election

For best results, launch your GOTV programs 4 weeks before Election Day. From testing, this has allowed for programs to deliver efficiently and maximize reach better than a shorter-length program.	Week 4
Check in on your ad pacing on all platforms. If any platform isn't on track to spend fully, this is when you should shift budget to the platforms that have extra capacity, expand your audience, or reassess your creative mix.	Week 3
Launch all Facebook/Instagram creative you might want to run for election day, including GOTV. Make sure it gets approved by Meta and delivers at least one impression, then you can pause.	Day 11* Oct. 28, 2022
Last chance to launch or edit all Facebook/Instagram ads.	Day 8* Oct. 31, 2022
Check in on pacing again. Make any last platform changes, or see what the best option for late money is. (Not all platforms will still have good inventory at this point!) Remember that unlike Facebook, Google search spend doesn't pace evenly – expect budget spikes in the weekend leading up to the election, with the highest spend on E-day.	Day 7 Nov. 1, 2022
Launch any last Google or display creative that you want to be live by Election Day.	Day 4 Nov. 4, 2022
Track your GOTV creative and make sure any "go vote" messages are pulled down when appropriate (after polls and/or dropboxes close).	Day 0 Nov. 8, 2022
Confirm that you are no longer running any ads anywhere (use the Meta and Google ad libraries to double check).	Day -1 Nov. 9, 2022

*\*2022 cycle deadlines. Future cycles may have a different Meta blackout policy, so ads should be planned and trafficked accordingly.*

## **Post-Election**

**Download final ad reporting data** from each ad platform you ran campaigns on. Use platform reports for the reconciliation process, and if possible, aggregate reporting across platforms into one report for future reference – so you know what your costs per impression, total reach etc. wound up being.

### **Download and save all ad creative.**

Create two sets of documentation of accounts: an **account ownership document** and a **password document**. These shouldn't be the same! The passwords document should be kept securely, and its ownership should be documented.

**The account ownership document** should identify the name, phone number and email address of each person who owns access to a digital platform or system. Wherever possible, ownership of these should be transferred to someone most likely to have continuity with an organization. This is relevant for systems where you may want to use them again instead of starting from scratch in 2 or 4 years, especially:

- Meta business manager
- Campaign website
- Campaign email account
- Google Ad Account
- YouTube
- Third-party ad systems

Make sure you also document whose phone number is connected to two-factor authentication for accounts that require that.

**Change passwords for all accounts**, or shut down accounts if you do not expect them to be needed at all going forward. You may have created more accounts than you realized during the cycle, so don't forget to check things like Flickr, LinkedIn, Snapchat, or Instagram if not linked to your Facebook. Then, create a secure password document with all the new passwords and log-in information, and document who owns access to this secure note in the ownership memo. This should be someone who is most likely to have continuity with the organization, like a Chief of Staff or transition staff.

---

# PRIORITIES USA

---

## TRAININGS

---

**Remove any temporary staff or consultant access to FB/IG pages**, both at the business manager level and the page admin level.

**Check when your campaign website is paid through.** If your campaign was successful, you likely want to pay the hosting costs to keep the domain and site live until re-election. If your campaign was unsuccessful, make sure you aren't auto-paying for a domain you don't want.