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RRM CANADA DAILY BRIEF

Key findings:

- RRM Canada did not observe any significant indicators of foreign state-sponsored information manipulation in its monitoring of the broader Canadian digital information ecosystem during the period of August 24.
- RRM Canada assesses the majority of content originated from recognizable Canadian news sites.
- *The China Daily* – a newspaper owned by the CCP Central Committee’s publicity department – produced a 6-minute video about the history of residential schools for Indigenous Peoples in the U.S. and Canada, and shared it on their respective YouTube (46K followers), Instagram (1.3M followers) and Facebook (104M followers) accounts. The video did not touch on GE44, and has not received high levels of engagement on social media.

Scan performed at: 8:00PM, August 24, 2021

Scan covers: 9:00AM August 24, 2023 – 8:00PM August 24, 2021.

Platform used: Buzzsumo, Crowdtangle, WeChat, Weibo

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Highest engagement numbers for English-language media on Facebook, Twitter and Reddit¹

Article title	Date	Publisher	Facebook	Twitter	Reddit	Total engagement
Singh focuses on environment in Montreal, as NDP runs 'targeted' Quebec campaign	Aug. 23, 2021	<i>Globe and Mail</i>	1.3K	116	20K	21.4K
It's Not Just Their 'Manipulated Media' Tweet. The Entire Trudeau Campaign Is Built On Lies	Aug. 23, 2021	<i>Spencer Fernando</i>	6K	467	0	6.5K
Tom Mulcair: O'Toole has knocked Trudeau off his stride and it's starting to show	Aug. 23, 2021	<i>CTV News</i>	5K	355	821	6.2K
JUSTIN TRUDEAU'S REPORT CARD	Aug. 24, 2021	<i>Canada Proud</i>	5.3K	0	0	5.3K
Latest poll shows Bernier's PPC surge past Bloc Québécois, Green Party	Aug. 23, 2021	<i>True North News</i>	4.9K	443	0	5.3K
Justin Trudeau Vows Two-Year Ban on Foreign Home Buyers in Canada Election	Aug. 24, 2021	<i>Bloomberg</i>	5	66	5K	5.0K
Liberals, Conservatives in dead heat as Trudeau's popularity dips: election poll	Aug. 24, 2021	<i>Global News</i>	4.1K	161	586	4.8K
Conservatives gain as O'Toole's momentum grows, Nanos survey suggests	Aug. 23, 2021	<i>CTV News</i>	3.7K	162	909	4.8K
Vast majority of Canadians believe Trudeau could have waited a year until calling election seen as a 'power grab'	Aug. 24, 2021	<i>National Post</i>	2.5K	521	1.3K	4.4K
WATCH: Joe Rogan slams Justin Trudeau over viral 'she-cession' video	Aug. 23, 2021	<i>Post Millennial</i>	4.2K	43	0	4.2K

¹ Engagement numbers reflect the stated reporting period. RRM Canada uses the following keywords to determine which news stories among Canadian English-language media outlets receive the most engagement: "Canada", "Canadian Election" OR "Canadian Federal Election" OR "44th General Election" OR "GE44", "Bloc Quebecois" OR "Yves Blanchet" OR "Yves-François Blanchet", "Erin O'Toole" OR "Conservative Party of Canada" OR "The Conservatives", "Annamie Paul" OR "Green Party of Canada" OR "The Greens", "Trudeau" OR "Justin Trudeau" OR "Liberal Party of Canada" OR "The Liberals", "Maverick Party", "Maxime Bernier" OR "PPC" OR "People's Party", "New Democratic Party of Canada" OR "NDP" OR "Jagmeet Singh"

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Highest engagement numbers for French-language media on Facebook, Twitter and Reddit²

Article title	Date	Publisher	Facebook	Twitter	Reddit	Total engagement
Le NPD mettrait fin aux subventions aux énergies fossiles	Aug. 23, 2021	<i>Radio-Canada</i>	1.7K	14	0	1.7K
Le Parti populaire veut éliminer le déficit en un mandat	Aug. 23, 2021	<i>Journal de Montréal</i>	1.5K	56	0	1.6K
Trudeau dévoile une « charte des droits » pour les nouveaux acheteurs	Aug. 24, 2021	<i>La Presse</i>	758	19	51	828
Twitter ajoute un avertissement sur un tweet de Chrystia Freeland	Aug. 23, 2021	<i>Radio-Canada</i>	642	130	28	800
Des projections inquiétantes pour les Libéraux	Aug. 24, 2021	<i>TVA Nouvelles</i>	695	4	0	699
Yves-François Blanchet s'engage sur le terrain de l'éthique	Aug. 23, 2021	<i>Radio-Canada</i>	629	14	0	643
Justin Trudeau promet neuf milliards pour aider en santé	Aug. 23, 2021	<i>La Presse</i>	557	15	0	572
Le Bloc Québécois veut faire évoluer les mœurs en matière d'éthique	Aug. 23, 2021	<i>L'Hebdo Journal</i>	544	0	0	544
Voici l'enjeu prioritaire de 34 233 utilisateurs de la Boussole électorale	Aug. 24, 2021	<i>Radio-Canada</i>	356	56	124	536
Les libéraux veulent faciliter l'achat d'une première maison	Aug. 24, 2021	<i>Journal de Montréal</i>	448	9	0	457

² Engagement numbers reflect the stated reporting period. RRM Canada uses the following keywords to determine which news stories among Canadian French-language media outlets receive the most engagement: "Canada", "Élections fédérales" OR "Élections Canada", "Bloc Québécois" OR "Le Bloc" OR "Yves Blanchet" OR "Yves-François Blanchet", "Erin O'Toole" OR "Les conservateurs" OR "Parti conservateur du Canada", "Trudeau" OR "Justin Trudeau" OR "les libéraux" OR "Parti libéral du Canada", "Nouveau Parti démocratique" OR "Le NDP" OR "Le NDP du Canada" OR "Jagmeet Singh", "Annemie Paul" OR "Parti vert du Canada", "Maxime Bernier" OR "Parti populaire", "Le Parti maverick"

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Highest engagement numbers for on WeChat

Article Title ³	Date	Account	Total engagement ⁴
<u>重磅! 杜鲁多宣布 7 大措施严打房市: 征收炒房税! 禁止外国人在加拿大买房!</u> (Heavy! Trudeau announces 7 measures to crack down on the housing market: A tax on speculation! Ban foreigners from buying houses in Canada!)	Aug. 24, 2021	51.ca (local media)	16.0K
<u>特鲁多又承诺要大笔给钱了! 这次是福利买房者! 但炒房的要哭了</u> (Trudeau promises to give out big bucks again! This time it's to buy a home! But real estate speculators are about to cry!)	Aug. 24, 2021	Superlife (local media)	14.0K
<u>阿富汗难民入境, 不检查护照, 无新冠测试! 第一批难民开始正常生活, 有孕妈生娃并获得加籍!</u> (Afghan refugees enter the country! No passport checks, no COVID-19 tests! The first refugees are beginning normal lives, with pregnant mothers having babies and getting Canadian citizenship!)	Aug. 24, 2021	York BBS (local media)	4.8K
<u>厉害了! 自由党出狠招: 若当选就禁止外国买家买房! 4 年新建 140 万套房</u> (Amazing! The Liberal Party makes a tough move: If elected, they will ban foreigners from buying homes! 1.4 million new apartments in 4 years!)	Aug. 24, 2021	Super Canadian (local media)	2.2K
<u>特鲁多危险了? 若当选就禁止外国买家买房, 征重税压房价! 中国人申请签证难.....</u> (Is Trudeau in danger? If elected, he would ban foreign buyers and impose heavy taxes to suppress housing prices! Chinese people will have difficulties applying for visas....)	Aug. 24, 2021	York BBS (local media)	2.2K

³ Article titles translated by RRM Canada

⁴ Total engagement numbers reflect the article's page views; WeChat does not calculate the number of comments an article receives

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User engagement with English-language online media

- The majority of English-language stories shared on Facebook, Twitter and Reddit for the August 24 reporting period originated from recognizable Canadian media outlets.
- A [survey](#) by Canada Proud that asks users their opinion about the LPC leader has received high levels of engagement on Facebook (5.3K engagement). The survey also requests users to provide their email and consider donating to the organization. Canada Proud is a registered third party with Elections Canada for GE44.
- Podcaster Joe Rogan commented on the LPC leader's use of the word "she-cession" during a campaign event. Rogan did not advise his listeners on who to vote for, or what candidate or party to support. According to [Spotify rankings](#), the *Joe Rogan Experience* is the most popular podcast in Canada.

User engagement with French-language online media

- The majority of French-language stories shared on Facebook, Twitter and Reddit for the August 24 reporting period originated from recognizable Canadian media outlets.

User engagement with Sinophone online media

- The majority of Canadian political and election news on WeChat for the August 24 reporting period originated from recognizable Sinophone Canadian media outlets, including *51.ca*, *Superlife*, *York BBS* and *Super Canadian*.
- *The China Daily* produced a 6-minute video about the history of residential schools for Indigenous Peoples in the U.S. and Canada, and shared it on their respective YouTube (46K followers), Instagram (1.3M followers) and Facebook (104M followers) accounts. The video did not touch on GE44, and has not received high levels of engagement on social media.
 - The paper interviewed a residential school survivor for the video. The reporters' in the video note that Indigenous Peoples in the U.S. and Canada have suffered "a century of mistreatment" by settler peoples, and that "Western countries always bring a sense of superiority with the rest of the world" and that they "force their will and its way of doing things on others." They conclude the video by saying "Canada and the U.S. should own up to their failures and stop projecting them onto others."
 - The video accrued a total of 5.5K views across all major platforms.
 - *The China Daily* is owned by the CCP Central Committee's Publicity Department.

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