

For Public Release


Rapport de repérage des médias sociaux: du 7 septembre 17h au 8 septembre 17h 2021
Social Media Monitoring Report: September 7, 5pm – September 8, 5pm, 2021
Observations principales / Key observations

- Volume: **Last 24h: 669; Previous 7 days average: 1.01K posts/day; Previous 30 days average: 1.48K posts/day; pre-campaign average: 100 posts/day**
- Current major news topics include ongoing focus on violence on the campaign trail and the leaders' debates - including the Rebel News victory in court to allow them to cover the debates. Discussions on these major stories were for the most part not directly related to Elections Canada and the mandate of EC.
- Arrival and anticipation of voter information cards is predominant in the environment, as are frustrations over registration and accessing polling places; September 10 will be a crucial moment for people to get their cards, access information, and express their opinion on the process online.

Sujets principaux – Environnement numérique externe / Key topics – External Digital Information Ecosystem

- → [Mail-in voting, lockdown as an election tactic, and machine voting](#)
- → [Elections during a pandemic – voting in person / campaigning](#)
- **NEW** [Voter information cards](#)

Nombre de mentions - Trames narratives principales / Number of mentions - Leading narratives

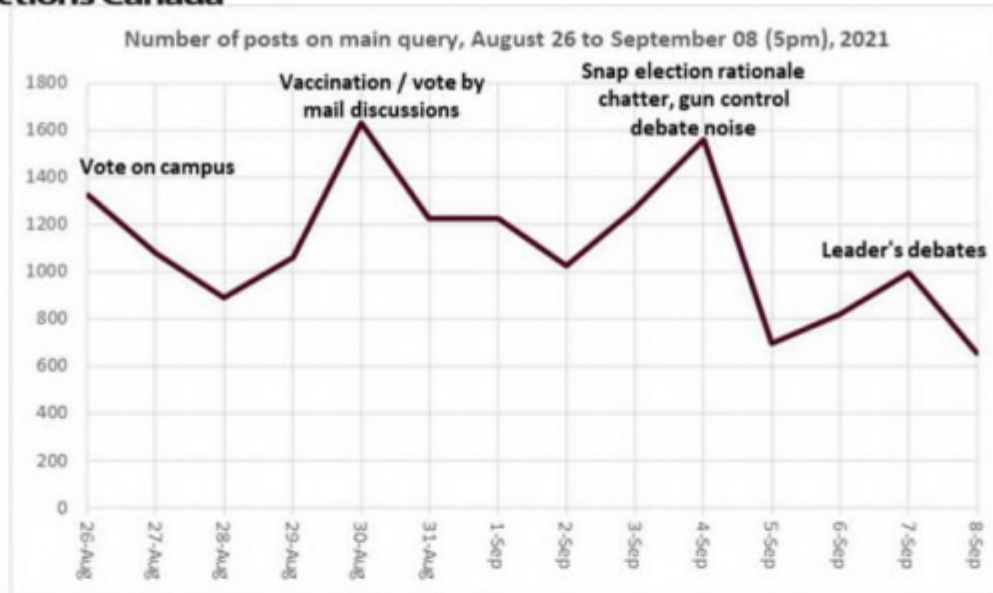
Narrative	September 7 (5pm) – September 8 (5pm)	September 6 (5pm) – September 7 (5pm)	September 5 (5pm) – September 6 (5pm)	September 4 (5pm) – September 5 (5pm)	September 3 (5pm) – September 4 (5pm)
Vote by mail	51	53	19	19	20
Dominion/machine voting	19	21	16	3	49
Voter ID/identification	7	11	7	8	11
Rigged/fraudulent elections	6	22	3	10	2
EC corrupt/partisan/incompetent	33	40	21	10	9
Voting with pencils	2	4	3	1	0
Masks in polling places	7	4	5	3	0
Vaccine requirements	7	7	1	7	1

These are approximations based on keyword mentions in collated content

Volume de messages portant sur Élections Canada/Volume of posts about Elections Canada

Sur nos comptes officiels / On our official accounts	
Sujets principaux, interactions avec l'auditoire / Key topics of interactions with our audience	Présence des sujets provenant de l'externe / Topics stemming from the external infosystem
(256/2563) VICs (111/2563) Vote by mail (52/2563) Special voting rules (48/2563) Advance polls	(256/2563) VICs (111/2563) Vote by mail (27/2563) Elections during a pandemic - voting in person (16/2563) Machine voting/DVS

For Public Release



Éléments sous observation / On the radar

WeChat ads of candidate for Richmond Centre gain online attention as potential violations of CEA

Since August 31, three ads have been published on WeChat, a popular Chinese-Canadian social media platform to promote Alice Wong, a candidate for Richmond Centre. The ads for Wong have been on a WeChat Canadian news subscription account registered by an individual in Anhui, China. The account owner had previously operated under the name "Voice of Canada", and has a history of publishing sponsored content for Canadian political candidates at the municipal, provincial, and federal level. On September 7, a Chinese news platform published an article accusing Wong of violating the Canada Elections Act, which requires a platform to keep an ad registry if the platform intends to feature Canadian political ads during an election period. The ad also referenced misinformation ads published on WeChat in GE43 mentioning the LPC 'had a plan to legalize hard drugs' which were later removed after media attention grew. Tencent, the Chinese company that operates WeChat, has previously stated that it does not keep a registry of ads and that political ads are not allowed on the platform.

Social media calls for CCE investigations into registered third party Canadian Coalition for Firearm Rights

Social media users were active on September 8, posting about a registered third party, the Canadian Coalition for Firearm Rights (CCFR), for publishing a booklet. Some complaint that the booklet is "disguised as pro Liberal", some question whether the CCFR is registered, and over whether stores and organizations that distribute the booklet would need to register as a third party. Some of the commenters have confused EC with the CCE in calls for an investigation. A separate complaint has arisen claiming that senior CPC members are affiliated with the CCFR; those raising these concerns also ask for an investigation.

→ Vote by mail, pandemic/lockdowns as an election tactic, and machine voting

Articles les plus partagés; nombre de partages / Most-shared articles; number of shares

- [Should Canadians living abroad be allowed to vote in the federal election?](#) – CBC (Total shares: 20 / Total engagement: 212)

Faits saillants sur les médias sociaux / Social media highlights

Allegations that vote by mail is more open to fraud continue to be present online. Mentions of voting machines are down considerably compared to the previous months and are generally of lower engagement or

For Public Release




involve non-Canadian commentators. Users have continued to share their experiences of voting by special ballot including issues in Elections Canada offices and struggling with the system of envelopes as well as being surprised they have to write in a candidate's name rather than mark an X. Some social media users are claiming they have not received their VIC yet because the government wants to push them into voting by mail which they believe will lead to a rigged election.

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
7,868 views, 1.1K engagements	28.4K, YouTube	YouTube user	<p>Is there going to be a major shift caused by this Canadian election? [...] [Translated from Chinese]</p> <p>*Sample comments* [all translated from Chinese] YouTube user 1: Wouldn't there be a risk for votes cast under a fake identity if there are mail-in ballots involved? I think Taiwan's voting method is still the best way to go. (59 reactions) Reply 1: [Original poster] said that the ballots will be counted by hand, and won't be counted by American voting machines. (2 reactions) Reply 2: I know that they count ballots by hand, but can someone's identity really be verified if they register for a mail-in ballot online? It should be illegal to not vote in person, even if the ballots are counted by hand. (7 reactions) Reply 3: Even with counting by hand and in-person voting, there is still potential for using sympathy to buy votes. Theoretically, a voter should be able to freely cast their vote in an election without any interference. The possibility of interference could be too high with mail-in ballots, and the probability of vote-buying being successful in that situation is 100%. Mail-in ballots are basically used to encourage vote-buying. (4 r.) Reply 4: I've lived in Taiwan for so many years, and I've encountered many problems with voting. Every system has its flaws, it all comes down to how cultivated the citizenry is. (2 reactions) Reply 5: With mail-in voting, even dead people can emerge above ground to mail in their ballot! (6 reactions) Reply 6: Non-absentee voting is the fair method. If you want to participate in deciding the political future of your country, you should go and vote in person. (5 reactions)</p>	Sept. 6
101	3.2K, Twitter	Twitter user	<p>Canada 2.5 million mail in ballots will be counted after the election. What could go wrong? Enough of these cheating criminals.</p> <p>*Sample comments*</p>	Sep. 7



			<p>Twitter user 1: What could go wrong? ** See 2020 U.S. Presidential Election (2 reactions)</p> <p>Twitter user 2: It's simple. They will rig the election in favor of JT or CPC puppet. (2 reactions)</p> <p>Twitter user 3: We saw it with Biden, we'll see it with Trudeau (2 r.)</p> <p>Twitter user 4: Dominion (No reaction)</p>	
19	Fewer than 500, Instagram	Instagram user	<p>So....I write the name on the ballot....then I put the ballot inside of the "inner" envelope....Next, I put the "inner"envelope inside of the "outer" envelope and sign the outside of the "outer" envelope....then I put the "outer" envelope, which has the "inner" envelope inside of it, and my ballot which is inside of the "inner" envelope, inside of the "return" envelope.....Finally I put the "return" envelope in the mailbox..... Seems simple enough.....Thank gawd it comes with instructions...</p>  <p>*Sample comments*</p> <p>Instagram user 1: Yikes! How many ways to spoil a ballot?! (1 reaction)</p> <p>Instagram user 2: Omg...what an ordeal lol (1 reaction)</p> <p>Instagram user 3: We have this thing called the internet.....pretty sure it could be way simpler, faster, and more efficient. Not sure that department of the government has heard of it yet though. (No reaction)</p>	Sept. 7

→ Elections during a pandemic – voting in person / campaigning

Articles les plus partagés; nombre de partages / Most-shared articles; number of shares

- N/A

Faits saillants sur les médias sociaux / Social media highlights

Social media users continue to allege the election is using the pandemic to facilitate election fraud, or take issue with the social distancing measures EC has put in place for polling locations as well as the requirement to wear a mask if provincial health orders require them. Many have claimed this amounts to voter suppression, others plan to vote in groups, insist on their right to vote without a mask, or simply lie about having a medical exemption. One user suggests retaliation against EC employees: "Dox the folks writing those messages or responsible for the rhetoric." We continue to observe worries from electors and poll workers that the highly

For Public Release



charged political atmosphere will lead to violence at the polls.				
<i>Publications reliées au sujet / Related posts</i>				
Engagement	Followers, platform	Account	Post	Date
408	2.8K, Twitter	Twitter user	<p>Trudeau is in full panic mode. He knows there's no amount of cheating that can win him this election. Nothing can stop what's coming.</p> <p>*Sample comments* Twitter user 1: Elections Canada only having one person instead of 2 at the ballot tables because...covid. So there it is. That's the fraud injection site. (2 r.) Twitter user 2: Does everyone forget mail in voting. He won't lose. Not now not ever (2 reactions) Twitter user 3: He's got his election fraud team trained, ready and fully paid. You can bank on that. (No reaction)</p>	Sept. 7
203	1M, r/Canada	Reddit user, 190 Karma	<p><u><i>This is Canada's most expensive election</i></u></p> <p>*Sample comments* Reddit user 1: From the polls perspective, pandemic costs...extra training, buying glass shields and PPE for the poll workers, more people electing mail in voting, last minute renting out large spaces to ensure social distancing measures in tact, etc. (1 reaction) Reply 1: I thought we had mail in ballots... so everything you list is literally no excuse (2 reactions) Reply 2: Regardless of having the option to mail in or not, his list is still relevant. The majority of people will vote in person and there is a cost to ensuring health measures are in place. (No reaction) Reddit user 2: I hear Elections Canada is hiring (1 reaction)</p>	Sept. 7
56	10.6K, Twitter	Twitter user	<p>As I've said before, I 100% think they brought masking back in when they did as a form of voter suppression. Maybe groups against masks should go vote together or are they offering outdoor booths?!</p> <p>*Sample Comments* Twitter user 1: Elections Canada has said masks aren't required and nobody from Elections Canada will ask for your exemption. (4 reactions) Twitter user 2: I had that thought too. It also holds true for BC's vaxport. How many people won't be permitted access to polling stations? (1 r.)</p>	Sept. 7

For Public Release



			<p>Twitter user 3: Definately all who are discriminated against when he says unvaxd are dangerous [...], travel together unmasked so they don't lock you up as terrorists. (No reaction)</p> <p>Twitter user 4: Well, the offer voter fraud by mail, only way Sleepy Joe made it... (No reaction)</p>	
41	OmegaCanada.win	Omega Canada user	<p>Elections Canada to refuse in person voting for those without a mask</p> <p>*Sample comments*</p> <p>Omega Canada user 1: The mask laws are fucking idiotic but just elect people who are against them. There is a very easy way to circumvent the rules if you really object. Personally I would put on the mask and go vote to end this bullshit. People have had to do a lot worse to get the right to vote. (16 r.)</p> <p>Reply 1: The precedent of restricting certain electors ability to vote is worrying and should be monitored closely (11 reactions)</p> <p>Omega Canada user 2: This invalidates the entire election. (8 reactions)</p> <p>Omega Canada user 3: Voter suppression (7 reactions)</p> <p>Omega Canada user 4: Tell them you have an exemption. An earlier tweet says they won't ask for proof. Easy. (6 reactions)</p> <p>Reply 1: I shouldn't have to lie in order to vote unmolested (6 r.)</p> <p>Omega Canada user 5: Dox the folks writing those messages or responsible for the rhetoric (3 reactions)</p> <p>Omega Canada user 6: Calling it now: you won't be allowed to vote in the next election unless you have your vaccine passport. (2 reactions)</p>	Sept. 7
8	2.1K, Twitter	Twitter user	<p>I have worked elections bit provincial and federal since 1991 starting with the election that elected Bob Rae, then 1995 elected Harris, and then etc. Elections Canada runs a tight ship and democracy is important so I do it. This is the 1st time I've been afraid of working one.</p> <p>*Sample comment*</p> <p>Original poster: And I'm not afraid because of the potential result, that is scary enough, I'm afraid because of the environment that volatile people can create and knowing that it will be me dealing with that environment if something happens. I'm afraid because of the shit that people disturbed. (2)</p>	Sept. 7

For Public Release



NEW Voter information cards				
<p>Articles les plus partagés; nombre de partages / Most-shared articles; number of shares</p> <ul style="list-style-type: none"> N/A 				
<p>Faits saillants sur les médias sociaux / Social media highlights</p> <p>Many social media users who have yet to receive a voter information card are reaching out to others to see if people in their area have got theirs yet and if there is cause for worry. It is well understood that VICs are not expected to be at their destinations until September 10th, though many social media users are worried their lack of a VIC is part of a voter suppression effort, or that neighborhoods favouring particular parties are given priority. Concerns of people living on reserves getting VICs and having an easy to access polling location as well as those who have accessibility needs are particularly acute.</p>				
Publications reliées au sujet / Related posts				
Engagement	Followers, platform	Account	Post	Date
386	8.3K, Twitter	Twitter user	<p>Has anyone received their Voter Registration Card yet?</p> <p>*Sample comments*</p> <p>Twitter user 1: Nope, but I live in a always conservative area (lots of working people Winking emoji) They might not even send ours! (7 r.)</p> <p>Twitter user 2: Yup, got all 4 of mine. One for each CERBian claim (4 r.)</p> <p>Twitter user 3: I have not. When I went on the website to confirm I could vote, it kicked me out because it could not input my postal code (1 r.)</p> <p>Reply 1: Go in to Elec Canada. You may have been removed accidentally and need to reregister. Then you can vote right away. It's great. We are done (No reaction)</p> <p>Twitter user 4: Nope. Starting to wonder if we're going to get it. (2 r.)</p> <p>Twitter user 5: Yes. And my voting place was moved from the town I live in to a school in another town. Suspicious. (No reaction)</p> <p>Twitter user 6: Don't have mine yet .Checked with election Canada on their website and they tell me if I don't have it by the 10th to call them (No r.)</p> <p>Twitter user 7: No! Nothing so far. But I was harassed & followed to my apartment by a Liberal Census volunteer so they know where I live. (No r.)</p>	Sept. 8
353	9.6K, Twitter	David Milley , PPC Candidate	<p>Has everyone received their voter card in the mail?</p> <p>*Sample comments*:</p> <p>Twitter user 1: No. Not yet. And I have to vote in advance polls b/c I'm in BC & going to be locked down after 13th. (2 reactions)</p>	Sept. 8

For Public Release



			<p>Twitter user 2: Got mine today [...] I don't trust the scumbags to change the rules next week making only the vaccinated with passports can enter the voting station (2 reactions)</p> <p>Twitter user 3: Nobody did on the Rez yet. They likely forget about us again. (No reactions)</p>	
99	2.7K, Twitter	Twitter user	<p>Where are our election voting cards!! Called Elections Canada and no luck getting through.. Liberals are incompetent with this Pandemic unnecessary election setup!</p> <p>*Sample comments*</p> <p>Twitter user 1: We don't have ours yet. (No reaction)</p> <p>Twitter user 2: Checked online and we are supposed to get them by the 10th. Ottawa Gatineau area got them last week. (No reaction)</p> <p>Twitter user 3: Starting to smell fishy (No reaction)</p> <p>Twitter user 4: Weird, special ballots have already been sent out even when not requested... (No reaction)</p> <p>Twitter user 5: I bet big cities that always vote Libtard already got multiple voting cards for each peoplekind. (No reaction)</p>	Sept. 8
37	45.1K, r/LondonOntario	6.2K karma, Reddit user	<p>We received our voter cards today and were given RBC place as our voting location (an 11 minute drive from our home in Northwest London). Are everyone's polling locations so far away from their homes? Anyone else in Northwest London (London North Centre riding) receive RBC place as their voting location? This makes no sense and will likely make it much harder to vote for many people.</p> <p>*Sample comments*</p> <p>Reddit user 1: [...] I honestly do think the walking distance of a polling station will definitely have an impact on voter turnout as well. [...] (8 r.)</p> <p>Reply 1: It's a 1 hour 14 minute walk from my house. We aren't close to it at all. There is no way this won't have a chilling effect on people voting. They've made it less accessible. (3 reactions)</p> <p>Reply 2: I know plenty who opted to abstain after discovering that the polling stations are so far. It's what happens with snap elections during a pandemic (2 reactions)</p> <p>Reddit user 2: See I get that but then having everyone herd into a large place, lining up en masse, and bringing them in to vote seems to defeat the purpose while simultaneously making voting harder. Plus I get the whole "short notice during a pandemic" thing</p>	Sept. 7

For Public Release



			<p>but...several parties seem to have made preparations for this in advance, and everyone "knew" an election was brewing, so maybe it's not too much to ask that EC make preparations for this eventuality before it happens? Especially in a minority government situation? (1 reaction)</p>	
--	--	--	--	--

Compte de média sociaux d'Élection Canada / Elections Canada's Social Media Accounts
 Volumes entrants et sujets clés / Inbound Volumes and Key Topics

For Public Release



Elections Canada

Inbound Messages > Tag

TAG	MESSAGES
VIC	216
Twitter Spat	161
Green	83
ways to vote	81
about media	81
Vote by mail	81
elxn44	69
Met - Green	65
spam	64
negative	60
voting	53
PPC	49
LPC	45
candidates	44
CPC	44
advance polls	40
voted	38
partisan	38
polling locations	37
SVR	37

Inbound Messages > Tag

TAG	MESSAGES
Facebook Face-off	104
Green	67
Citizenship	53
Met - Green	52
VIC	40
ways to vote	32
Vote by mail	30
PM	30
NROE	29
voting	27
SVR	20
ID	20
polling locations	18
local office	18
recruitment	15
fraud	15
Unmet - Green	15
LPC	15
thank you	13
elxn44	12

Ce rapport a été rédigé par le Centre d'observation de l'environnement, Affaires publiques et Éducation civique, Elections Canada

This report was produced by the Environment Monitoring Centre, Public Affairs and Civic Education, Elections Canada