



Rapport de repérage des médias sociaux: du 12 août PM – 15 août AM 2021
Social Media Monitoring Report: August 12 PM – August 15 AM, 2021

Observations principales / Key observations

- Volumes have been higher than usual this period due to very high media activity related to the calling of Canada's 44th general election. Volumes peaked on August 12th, when rumours of a September 20 election day were confirmed by multiple reputable media citing trusted sources. **(This period's average: 2.93K posts/day – spiked on Aug. 12 at 7.9K; Previous 30 day's average: 139 posts/day)**
- Reactions to the election were largely negative. Many users expressed disapproval and expressed concerns related to the pandemic, to the cost and to EC's ability to ensure the integrity of the vote in a pandemic/vote by mail election.
- Information about "delayed results" in a recent CEO statement is used to fuel discourse opposing vote by mail.
- Slight increase in posts questioning EC's neutrality; some claim EC is treating parties unfairly or allege that EC contributes to election "rigging".

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

- ↑ **Elections during a pandemic / Snap Elections**
- ↑ **Mail-in voting and Machine Voting**
- ↻ **EC is corrupt/partisan**

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

Narrative	August 12 (PM) – August 15 (AM)	August 9 (PM) – August 12 (AM)	August 5 (PM) – August 9 (AM)	August 2 (PM) – August 5 (AM)
Mail-in ballots	176	149	202	138
Dominion/machine voting	55	36	64	47
Voter ID/identification	18	7	17	11
Rigged/fraudulent elections	56	37	70	58
Elections Canada is corrupt	88	25	55	68
Calls for spoiling/cancelling ballots	2	2	1	4

These are approximations based on keyword mentions in collated content

Sur nos comptes officiels / On our official accounts	
Sujets principaux - interactions avec l'auditoire / Key topics, interactions w/ audience	Écho des sujets provenant de l'environnement externe / Topics stemming from the external infosystem
(140/736) Comments about vote by mail (74/736) Comments about registering to vote/EC's EREG/OVRS system (53/736) Reactions to MP Tweets on Social Media	(55/736) Elections during a pandemic / Snap elections (148/736) Machine voting/ Vote by Mail (19/736) EC is corrupt / partisan

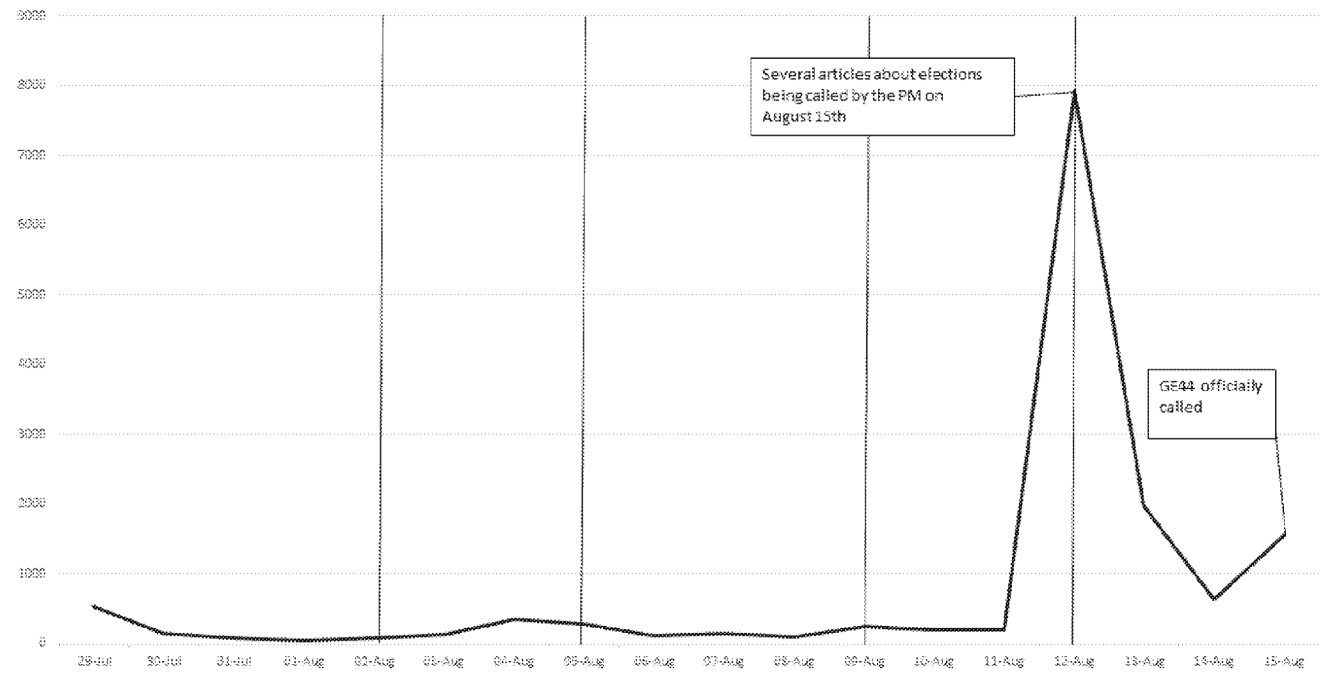


Other relevant information/observations:

- EC accounts saw a number of comments about an MP who tweeted that he had been asked by EC to remove his ads before the campaign started. The post led to many asking if EC treats MPs from different parties equally. The MP's post has since been deleted.

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

Number of posts identified on the main query from July 29 to August 15 (16h00), 2021



Vertical line represents cut-off for Social Media Monitoring Report reporting periods

Éléments sous observation / On the radar

Follow up on Ontario schools as polling places

On August 11, a Toronto Sun article reported on the possibility that schools in Ontario may not be available to be used as polling places for GE44. The online discussion around this topic has died down considerably (no new posts since August 15, noon) but remains on the team's radar for regular reporting.

New narrative: 20K inbound Afghan refugees will vote in September election

Commenting on news that Canada committed to resettling 20,000 Afghan allies following the Taliban takeover, one Twitter user suggested that they will be 'issued Canadian papers and ballots' before September 20. This is an evolution of the familiar 'imported voters' and "non-citizens on the NROE' narratives observed in GE43.

New narrative: unvaccinated electors will not be able to access polling places / vaccine passes will be required

Approximately 10 posts purported that a proof of vaccination will be required to vote in person. Although it's not a leading narrative, this narrative is important as it is often used to "prove" that the pandemic is used as a voter suppression tactic.



Concerns short election period will impact mail volumes and reliability of vote-by-mail

Two users have expressed concerns about the length of the election period and the ability to vote by mail for people living in more remote areas where delays could prevent electors from getting or returning their ballot in time.

↑ Elections during a pandemic / Snap elections

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

- Canadians can expect a federal election on Sept. 20: sources – CBC (**Total shares: 4K/ Total engagement: 16K**)
- Canada PM Trudeau planning snap election, seeks approval for COVID response – Reuters (**Total shares: 851/ Total engagement: 13K**)

Faits saillants sur les médias sociaux / Social media highlights

Discussions on elections during a pandemic and the prospect to have elections did not evolve much over the week. So far, reactions to the election have been negative, with many users saying that holding an election is “irresponsible during a brewing 4th wave [of COVID-19]”. Amongst the negative reactions, many users questioned the integrity of the election. For example, some claimed that the timing is designed to facilitate voter fraud through mail-in ballot or voter suppression tactics. Hashtags #DeltaElection, #ElectionVariant are often used to drive this conversation. A small group of new voices comfortable with the election; many of them cited EC’s statement about holding safe elections or the possibility of using vote by mail.

Publications reliées au sujet / Related posts

Engage ment	Followers, platform	Account	Post	Date
892	3.1M, Twitter	CBC News, Media Outlet	<p>#BREAKING It's expected to be a 36-day campaign — the minimum length permitted by law. <i>Canadians can expect a federal election on Sept. 20: sources</i></p> <p>*Sample comments* Twitter user 1: There must be some festering scandal ready to pop. (45 r.) Twitter user 2: Parliament cannot should not allow this call to election, we are in the middle of a world wide pandemic, and new cases are on the rise. What's the rush a I ask to our prime minister? (14 reaction) Twitter user 3: During a Delta driven pandemic? Is he serious? (8 r.) Reply 1: You realize in Canada not only has there been multiple elections held during the pandemic but that you can also mail in your vote... (2 r.) Twitter user 4: Right in the middle of COVID Wave 4. Smart. (9 reactions) Twitter user 5: Are we voting in person in the middle of a pandemic, or are they doing some rigged online voting? Asking for a friend. (1 reaction) Twitter user 6: Of course it will be a short campaign! Trudeau is terrified that he will have to debate someone or answer an un rehearsed question. Canadians will only be provided with minimal answers to basic questions. (1 reaction) Twitter user 7: Why? Why are they doing this? I have yet to see a good reason for calling an election right now. (1 reaction)</p>	Aug. 12



			<p>Twitter user 8: So with the concern for our children going back to school, are we still going to hold voting stations in the schools?? (1 reaction)</p> <p>Twitter user 9: That's terrible in a middle of the 4th wave of this pandemic (1 reaction)</p> <p>Twitter user 10: Election time is proof that the system is flawed...enter broken Canada (No reaction)</p>	
799	23.6M, Twitter	Reuters, News outlet	<p>Canadian Prime Minister Justin Trudeau is planning to call a snap election for September 20th and will make the formal announcement this Sunday, four sources familiar with the matter said</p> <p><i>Canada PM Trudeau planning snap election, seeks approval for COVID response</i></p> <p>*Sample comments*</p> <p>Twitter user 1: There is no good reason for this election other than the Liberal Party of Canada wanting more power and privilege (as if they do not have enough). #VoteNDP (54 reactions)</p> <p>Twitter user 2: Two years into a minority government is hardly a "snap" election Reuters. Not by #cdnpoli standards. (37 reactions)</p> <p>Reply 1: It is when the government maintains the confidence of the House. It's completely unnecessary. (31 reactions)</p> <p>Twitter user 3: Good! Bring it! Hey @fordnation - call one for Ontario at the same time! (10 reactions)</p> <p>Twitter user 4: Why do I have a feeling the election will have the lowest voter turn-out in Canadian history? (8 reactions)</p> <p>Reply 1: Mail in ballots are a thing. (7 reactions)</p> <p>Reply 2: True, but we are still probably going to have a low turn out. Both the pandemic, and polls show people are apathetic about an election. That's bad news for liberals (2 reactions)</p> <p>Twitter user 5: The only reason he's calling it is because he wants a majority to get more power, priveledge, and overall, full control. (5 r.)</p> <p>Twitter user 6: This election just has dubious written all over it. (2 r.)</p> <p>Twitter user 7: So much for fixed election dates. This is the most corrupt government in Canadian history and they will employ any and all tactics to ensure continued power. (1 reaction)</p> <p>Twitter user 8: [...] I had true faith that he would be brave like his father and deliver us electoral reform [...] (1 reaction)</p> <p>Twitter user 9: None of it matters. Canadian elections are simply just Ontario and Quebec elections. (No reaction)</p> <p>Twitter user 10: Super-Spreader Election 2021 (No reaction)</p>	Aug. 12

↑ Mail-in voting, lockdown as an election tactic, and machine voting

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

- « Worker fatigue » may delay Nova Scotia election results – Rebel News **(Total shares: 7/Total engagement: 600)**

Faits saillants sur les médias sociaux / Social media highlights

This week the volume of content questioning the safety/integrity of vote by mail in Canada went up. However, we noticed a decrease in the number of posts strictly on this topic. Concerns related to the vote by mail system is found in



almost every discussion on GE44 that gathers high engagement; including in fringe groups as well as mainstream media outlets. It seems that the CEO's statement about expected delayed results has generated concerns and doubts about vote by mail.

The conspiracy theory claiming that a lockdown will be put in place in time for the election, while still a minor narrative, is also still present in the environment.

Similar to the topic of vote by mail, the alleged use of DVS with their "HQ in Toronto" is also persisting. Most posts about DVS are found in comments talking about GE44, rather than dedicated posts about DVS.

These three narratives are likely to be observed throughout the election.

Publications reliées au sujet / Related posts

Engage ment	Followers, platform	Account	Post	Date
29,524 views, 843 engagements	2.68M, YouTube	Global News, Media Outlet	<p>Global National: Aug. 12, 2021 Canada braces for writ drop, Sept. 20 election - It's election time, Canada. Federal sources say Prime Minister Justin Trudeau is planning to drop the writ on Sunday for a September 20 election.</p> <p>*Sample comments* YouTube user 1: Nobody deserves a majority less than Trudeau. His policies, ethics and decision-making have not helped Canada. (73 reactions) Reply 1: No mail-in ballots and no machine counting. People wake up and get involved. They are already preparing us for delayed results/rigged elections. (7 reactions) Reply 2: really "delayed results? (No reaction) YouTube user 2: The Liberals should be punished for holding an election. It's like blackmail (54 reactions) Reply 1: Best time to do it if they want "mail in voting", remember in the states. Its the pandemic. (2 reactions) YouTube user 3: Trudeau calling a virus spreading election for no other reason than to grab more power. He a total disgrace. So is Singh for keeping him in power. (45 reactions) Reply 1: Final outcome of a pandemic election could take a few days: chief electoral officer - Mail-in ballots would not be counted until the day after the election - CBC News (1 reaction) Reply 2: They have to wait to see how many mail in ballots they need. (1 reaction) Reply 3: Elections Canada is ready for a potentially explosive increase in the number of Canadians who choose to vote by mail during the pandemic — as many as five million, compared to fewer than 50,000 in the 2019 election (1 reaction) Reply 4: Mail in voting worked for Biden. (No reaction) YouTube user 4: This proves he cares more about holding onto power than our wellbeing. Pandemic is not the time. (27 reactions)</p>	Aug. 12



			<p>Reply 1: No mail-in ballots and no machine counting. People wake up and get involved. They are already preparing us for delayed results/rigged elections. (1 reaction)</p> <p>YouTube user 5: I'm not mailing my vote I'm voting in person VOTE PPC! (20 reactions)</p> <p>Reply 1: No mail-in ballots and no machine counting. People wake up and get involved. They are already preparing us for delayed results/rigged elections. (3 reactions)</p> <p>Reply 2: Notice how the pencils have no erasers. They will be erasing and modifying your ballot in secret. They have a huge stockpile of erasers now. (3 reactions)</p> <p>Reply 3: ill mail it in for ya lol (2 reactions)</p> <p>YouTube user 7: Do the LIberals have enough imported voters?! They kept Canada open by allowing infected people to disembark at Cdn airports and Roxham throughout pandemic (19 reactions)</p> <p>Reply 1: They don't need it. This will all be mail in votes. (No reaction)</p> <p>YouTube user 8: Can we just have a bloody election without all the PANDEMIC DRAMA!!!!And now mail in ballots...what could possibly go wrong???</p> <p>(12 reactions)</p> <p>Reply 1: Sept. 20 election. I guess this means a lockdown is coming before that. (No reaction)</p> <p>Reply 2: Mail in ballots have been operating for a long long time. Nothing wrong with them then. Nothing wrong with them now. (No r.)</p> <p>YouTube user 9: "We may not know the results of the election on election night." THE FIX IS IN. (4 reactions)</p> <p>YouTube user 10: Here comes the push for mail in phone in and online voting . And give the scandemic a break there are 12 people in hospital province wide with covid and all of them have had 1 or both shots (4 r.)</p>	
380	1.2K, Twitter	Twitter user	<p>How many want to bet that Trudeau will arrange to have us all locked down so he can have mail-in ballots to 'ensure' his majority?</p> <p>*Sample comments*</p> <p>Twitter user 1: Mail ballot cheats (5 reactions)</p> <p>Twitter user 2: If the deep state already planned this out in Canada, and they have the machines all set up the way they want, then yes. But one month isn't enough to prepare all that. Media isn't really saying anything about it, so we don't know. But we don't trust the regime! (3 reactions)</p> <p>Twitter user 3: We need to get out to vote. Mail in only works if you use them. We demand the right to vote in person. (3 reactions)</p> <p>Twitter user 4: If they can get out and canvas, people can get out and vote. Besides, during the FULL lock down, did we not all go out to buy food? (3 reactions)</p> <p>Twitter user 5: If not a lockdown they'll come up with another excuse. Mail in will ensure a majority gov which he needs....history always repeats itself (1 reaction)</p> <p>Twitter user 6: DEAD PEOPLE can vote with mail in ballots. Sounds like something TRUDEAU would do. (1 reaction)</p> <p>Twitter user 7: Ballots are already made and counted. All he has to do now is announce his landslide majority victory. At the correct time of</p>	Aug. 14



			<p>course. Kind of like Kim or Putin everyone loves them or else Thinking face. (No reaction)</p> <p>Twitter user 8: He was going on about over the phone voting. I'm sure he's gonna try and push it this election. (No reaction)</p> <p>Twitter user 9: Parliament voted down mail-in ballots. Parliament would have to be sitting + vote on this again. It's not strictly up to (No reaction)</p> <p>Twitter user 10: If that's the case, turnout so low, the fake mail-in election should not then be valid result. Let's toss him. (No reaction)</p>	
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🔗 EC is corrupt

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

N/A

Faits saillants sur les médias sociaux / Social media highlights

This week the online speculation that EC is partisan or corrupt increased again for the first time since EC announced that delays are expected in counting votes due to the anticipated volume of mail-in-ballots. That topic continued to be a popular rallying-point for accusations that EC is 'rigging' the election. A new point of contention that EC is partisan followed MP Poilievre's announcement that he was posting and circulating an ad prior to the writ period because "Elections Canada says I must take my ads down... before the campaign officially starts..." Many online commentators went along with the narrative and claimed that EC persecutes particular parties with election laws while ignoring the infractions of others. The original post has since been deleted.

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
5.2K	154.5K, Twitter	Pierre Poilievre, MP	<p>Elections Canada says I must take my ads down from the internet before the campaign officially starts or have them counted against my spending limit. Watch & share them all NOW—while you're still allowed.</p> <p>*Sample comments*</p> <p>Twitter user 1: And @PierrePoilievre continues to cheat. Still defying that peace bond. A promise to stop breaking the rules. But Pierre doesn't care, there is one law for him, and another that everyone else obeys. @electionscanada should be informed. (30 reactions)</p> <p>Twitter user 2: Why is it that Trudeau can campaign for two months on taxpayer dollars and no one says a word? The laws in Canada need major revisions. (23 reactions)</p> <p>Twitter user 3: So Elections Canada is ok about Unifor's ad? (17 reactions)</p> <p>Twitter user 4: Electionas Canada actually follows the rules? Never would have known that in the 2019 election. Oh wait, one set of rules for Trudeau and another for everyone else (3 reactions)</p> <p>Twitter user 5: Elections Canada has nothing better to do ? (2 reactions)</p> <p>Reply 1: It's their job to monitor. (No reaction)</p> <p>Twitter user 5: Serious question, how does election Canada know the election date if it hasn't been requested yet? (2 reactions)</p>	Aug. 13



			<p>Twitter user 6: Elections Canada doesn't understand how the Internet works. (No reaction)</p> <p>Twitter user 7: Wait. You are encouraging people to help you break election expense laws? (No reaction)</p> <p>Twitter user 8: Election Canada has allowed Justin Trudeau to illegally spend our tax dollars to buy his way of winning a majority. Hoping Canadians will wake up and not support his fraud against Canadians. (No reaction)</p>	
319	/pol/ 4Chan	4Chan user	<p>King Cuck Justin is going to ask the Queen for an election on Sunday (her representative will say yes)...</p> <p>*Sample comments*</p> <p>4Chan user 1: last time the ballots were black and the pencils supplied could only darken the white circles of the approved puppets. cucked me out of a wayne lambright pm. (2 reactions)</p> <p>4Chan user 2: U have Dominion voting system (2 reactions)</p> <p>4Chan user 3: I told you to NOT PARTICIPATE IN THE FEDERAL FRAUD AT ALL. I'M TELLING YOU TO WALK IN GET YOUR BALLOT AND TEAR IT UP IN FRONT OF THE POLL WORKER. STATE "NO CONTRACT" AND LEAVE.... (2 r.)</p> <p>4Chan user 4: your vote doesn't matter. you walk in and write Defacto State over the ballot and void the ballot by drawing a vertical line down all the bubbles on the ballot. you are not entitled to representation here you're only entitled to cast a vote. (1 reaction)</p> <p>4Chan user 5: Muslims in Toronto were smearing white peoples ballots. Caught on film and buried. (1 reaction)</p> <p>4Chan user 6: There won't be an election, the governor general has no reason to allow this (1 reaction)</p>	Aug. 12
227	22.4K, Twitter	Sen. Denise Batters, Canadian Senator	<p>"Elections Canada knew of 'about 3,500 cases' where voters of uncertain citizenship cast ballots in the last campaign. 'Our analysis shows no outcome would have been impacted by these 3,500 cases,' said [#ElectionsCanada official]." How do we know no impact?? Feds</p> <p>*Retweeting Blacklock's Reporter: @ElectionsCan_E purge thousands of foreigners from voters' list ahead of expected #Elxn44 call on Sunday.</p> <p>*Sample Comments*</p> <p>Twitter user 1: We dont know Senator..And with a election coming,,he will emphasize mail in voting..Which will be even more troubling (21 reactions)</p> <p>Reply 1: Watch September will be back in lock down again to push mail in voting (1 reaction)</p> <p>Twitter user 2: Elections Canada has to be their 100% best regarding the upcoming election to ensure voter fraud, foreign infiltration & ballot tampering is non-existent. All Parties must be able to see full transparency & accountability with the entire count. Or it's Goodbye Charlie Brown. (3 reactions)</p> <p>Twitter user 3: It's OK Massive Mail-In Voting Will Fix It (3 reactions)</p> <p>Twitter user 4: Well someone can vote without showing ID & instead having someone "vouch" for them. What could possibly go wrong (2 r.)</p>	Aug. 12



			<p>Twitter user 5: Yes and imagine how this type of manipulation would increase with the use of mail in ballots. At least at a voting area, officials can make sure that the person voting is not under the influence of substances that can impair judgment. What about mail in ballots? (No r.)</p> <p>Twitter user 6: Even #ElectionsCanada can't be trusted. Canada is headed towards one party rule, indefinitely. (No reaction)</p>	
105	13.9K, Twitter	Twitter user	<p>Banana Republic Canada goes into election Elections Canada says it could take up to 3 days of ballot counting to get the right results <i>Final outcome of a pandemic election could take a few days: chief electoral officer</i></p> <p>*Sample Comments*</p> <p>Twitter user 1: So Elections Canada has just let us know there will be fraud. Lovely (7 reactions)</p> <p>Twitter user 2: The longer it takes to count votes, the more doubt there will be about the results. Same day voting, counting and announcement of results is a system that works - we shouldn't change that. (5 reactions)</p> <p>Twitter user 3: Seems they're already organizing the fraud... (4 reactions)</p> <p>Twitter user 4: If you can't run the elections the correct way, then don't bother at all. This will only create mistrust in our elections and for good reason! (4 reactions)</p> <p>Twitter user 5: 3 days for all the preprinted ballots the ordered from China (1 reaction)</p> <p>Twitter user 6: They need 3 days to fudge the #'s (1 reaction)</p>	Aug. 15

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



Inbound Messages > Tag		Inbound Messages > Tag	
TAG	MESSAGES	TAG	MESSAGES
Vote by mail	136	website	32
eixn44	87	maintenance	32
registration	74	Facebook Face-off	17
website	72	eixn44	16
Twitter Spat	66	Election Day	10
LPC	65	EC social	10
campaigning/canvassing	57	Green	7
MPs on Social Media	53	Snap Election	5
Elections during a pandemic	46	Met - Green	5
advertising	36	recruitment	4
Green	34	civic education	4
ways to vote	33	Vote by mail	4
CPC	32	Student Vote	4
eReg/OVRS	30	Blue	4
party corruption	29	democracy	3
political financing	28	party corruption	2

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

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