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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 31.
- RRM Canada assesses the majority of English and French-language content originated from recognizable Canadian news sites.
- WeChat news accounts in Canada continue to post what appears to be a false story that claims the CPC leader would ban WeChat if elected. The accounts sharing the story do not appear to be affiliated with Chinese Communist Party media outlets.

Scan performed at: 8:00PM, August 31, 2021

Scan covers: 9:00AM August 31, 2021 – 8:00PM August 31, 2021.

Platform used: Buzzsumo, Crowdtangle, Tweetdeck, Rumble, WeChat, Douyin, Xigua Video

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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 |
|---|---------------|--------------------------|----------|---------|--------|------------------|
| Man Calls Canadian Prime Minister a "Communist F****" During Selfie | Aug. 31, 2021 | <i>Charlie Kirk Show</i> | 7.2K | 1 | 0 | 7.2K |
| LILLEY: Trudeau claims he's protested worse than other PMs | Aug. 30, 2021 | <i>Toronto Sun</i> | 4.6K | 697 | 223 | 5.6K |
| Anger over pandemic election rises as some Canadians feel unsafe voting in person: poll | Aug. 30, 2021 | <i>Global News</i> | 3.4K | 278 | 781 | 4.5K |
| Canada election: O'Toole pledges to ban puppy mills, combat animal abuse | Aug. 30, 2021 | <i>Global News</i> | 455 | 31 | 3.7K | 4.2K |
| Sabrina Maddeaux: Millennial support for smug Trudeau Liberals in an unsurprising free fall | Aug. 30, 2021 | <i>National Post</i> | 3.2K | 368 | 434 | 4.0K |
| Trudeau takes second shot at Harper in less than a week during Quebec campaign stop | Aug. 30, 2021 | <i>True North News</i> | 3.7K | 174 | 0 | 3.9K |
| Rex Murphy: Trudeau is a one-man lighthouse of virtue-signalling for faults not his own | Aug. 31, 2021 | <i>National Post</i> | 2.6K | 612 | 70 | 3.3K |
| BONOKOSKI: Justin Trudeau, truly a leader about nothing | Aug. 30, 2021 | <i>Toronto Sun</i> | 2.7K | 332 | 0 | 3.1K |
| O'Toole says he supports cancelled pipeline due to Indigenous benefits | Aug. 30, 2021 | <i>CTV News</i> | 2.9K | 37 | 0 | 2.9K |
| Trudeau vows \$1B over next decade to restore Canada's big lakes and river systems | Aug. 30, 2021 | <i>Global News</i> | 2.9K | 17 | 0 | 2.9K |

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 |
|--|---------------|----------------------------|----------|---------|--------|------------------|
| Surprise, Trudeau pourrait perdre! | Aug. 31, 2021 | <i>Journal de Montréal</i> | 2.3K | 165 | 0 | 2.4K |
| Justin Trudeau a révolutionné le Canada | Aug. 30, 2021 | <i>Journal de Montréal</i> | 2.2K | 96 | 0 | 2.3K |
| Des tirs de roquettes au-dessus de Kaboul, les évacuations américaines se poursuivent | Aug. 30, 2021 | <i>Radio-Canada</i> | 1.2K | 20 | 0 | 1.3K |
| Les chefs divisés sur le climat et la santé | Aug. 30, 2021 | <i>Le Devoir</i> | 920 | 11 | 0 | 931 |
| Annamie Paul incapable de nommer ses candidats au Québec | Aug. 31, 2021 | <i>La Presse</i> | 582 | 82 | 228 | 892 |
| O'Toole évite les questions portant sur une candidate aux propos controversés | Aug. 30, 2021 | <i>Le Devoir</i> | 486 | 8 | 0 | 494 |
| Ottawa confirme que 5000 Afghans évacués par les États-Unis seront réinstallés au Canada | Aug. 31, 2021 | <i>Radio-Canada</i> | 424 | 29 | 0 | 453 |
| Les forces ukrainiennes portent secours à des Afghans qui tentaient de fuir au Canada | Aug. 30, 2021 | <i>Radio-Canada</i> | 345 | 7 | 0 | 352 |
| Trudeau prêt à refuser des projets pétroliers pour le climat | Aug. 31, 2021 | <i>Le Devoir</i> | 261 | 26 | 0 | 287 |
| Blanchet suggère à Trudeau de changer d'attitude devant les manifestants anti-vaccin | Aug. 31, 2021 | <i>Radio-Canada</i> | 191 | 18 | 57 | 266 |

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", "Annamie Paul" OR "Parti vert du Canada", "Maxime Bernier" OR "Parti populaire", "Le Parti maverick"

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Highest engagement numbers on WeChat

| Article Title ³ | Date | Account | Total views ⁴ |
|--|---------------|--------------|--------------------------|
| <u>“特鲁多叛国”？小土豆竞选遭大批抗议者追着骂！竖中指竟为这事</u> (Treasonous Trudeau? LPC campaign hounded by hordes of protesters! They flipped the middle finger because of this...) | Aug. 31, 2021 | Canada Talks | 5.2K |
| <u>加拿大大选来临，楼市风向要变？四大要素缺一不可，买房要注意了</u> (The election is coming, are the winds of change coming for the property market? 4 indispensable elements home buyers should pay attention to) | Aug. 31, 2021 | BC Bay | 5.0K |
| <u>加拿大华人注意！你可以在9月20日请假！老板无权拒绝！</u> (Attention Chinese Canadians! You can take Sept. 20 th off! Your boss has no right to refuse!) | Aug. 31, 2021 | 51.ca | 4.7K |
| <u>最新民调保守党第一，党魁却炮轰中国留学生，还要禁微信？</u> (Latest polls put the CPC in first, but the party leader blasted Chinese exchange students, and wants to ban WeChat?) | Aug. 31, 2021 | Ottawazine | 3.0K |
| <u>特鲁多完了?! 保守党冠绝一时！出现史上最大悬殊！</u> (Trudeau is finished?! The CPC is on top! The biggest disparity in history!) | Aug. 31, 2021 | GTA Life | 2.0K |
| <u>特鲁多悬了？保守党支持率已经大幅领先！</u> (Trudeau hanging by a thread? The CPC's approval rating has taken a big lead!) | Aug. 31, 2021 | York BBS | 1.7K |
| <u>刚刚！特鲁多危险了！这样下去，总理宝座肯定不保！</u> (Just in! Trudeau is in danger! If this continues, he will lose the PM chair for sure!) | Aug. 31, 2021 | Lahoo | 1.3K |
| <u>保守党领袖奥图尔民调超过特鲁多！誓称与中国抗争到底</u> (CPC leader O'Toole leads Trudeau in the polls, vows to fight China to the end) | Aug. 31, 2021 | Vansky | 1.2K |
| <u>加国华人未来4年会如何？加拿大各大党派竞选方针大合集！</u> (What will happen to Chinese Canadians over the next 4 years? A big collection of Canada's major party campaign policies!) | Aug. 31, 2021 | VanPeople | 1.2K |
| <u>关注 终于，加拿大在这件事上首次超越美国！</u> Focus Canada finally surpasses the U.S. on this thing for the first time!) | Aug. 31, 2021 | Lahoo | 1.0K |

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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Highest engagement numbers for Russian-language media on Facebook, Twitter and Reddit⁵

| Article title ⁶ | Date | Publisher | Facebook | Twitter | Reddit | Total engagement |
|---|---------------|-------------------------------------|----------|---------|--------|------------------|
| "They became angels for us": Ukrainian military rescues Afghan translators who could not be helped by Canada and the U.S. | Aug. 30, 2021 | <i>NovyNarnia</i> | 270 | 0 | 0 | 270 |
| Trudeau's third attempt: why Canada has early elections and what this means for Ukraine | Aug. 30, 2021 | <i>European Pravda</i> | 88 | 0 | 0 | 88 |
| Ukraine saved Afghan families from the Taliban: the operation could not be carried out by the U.S. and Canada | Aug. 30, 2021 | <i>Glavred.info</i> | 5 | 0 | 0 | 5 |
| State Duma warned of the West's attempts to sow mistrust in the elections | Aug. 30, 2021 | <i>RIA Novosti</i> (state media) | 0 | 1 | 0 | 1 |
| Latvia will be a training ground for NATO exercises for more than a month | Aug. 30, 2021 | <i>Sputnik</i> (state media) | 0 | 0 | 0 | 0 |

⁵ Engagement numbers reflect the stated reporting period.

⁶ Article titles translated by RRM Canada.

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On our radar

User engagement with English-language online media

- With the exclusion of the *Charlie Kirk Show* post, the majority of English-language stories shared on Facebook, Twitter and Reddit for August 31 originated from recognizable Canadian media outlets.
- Charlie Kirk, CEO of the Students for Trump and Turning Point Action groups, published a video of a person directing a disparaging remark at the LPC leader. Kirk published the video on Rumble, a Canadian video hosting service that is popular with niche media figures. The video did not receive much attention from users (11K views), but received considerable attention on Facebook (7.2 engagements).
- Aside from posting the video, Kirk did not comment on GE44.
- With nearly 2.3 million Facebook followers, Kirk is more popular than many Canadian media outlets on Facebook (Toronto Sun, 140K followers, CTV 266K followers, Global News 2.1M followers).

User engagement with French-language online media

- The majority of French-language stories shared on Facebook, Twitter and Reddit for August 31 originated from recognizable Canadian media outlets.

User engagement with Sinophone online media

- The majority of Chinese-language stories shared on Facebook, Twitter and Reddit for August 31 originated from recognizable Canadian media outlets, including *Canada Talks*, *BC Bay*, *51.ca*, *Ottawazine*, *York BBS* and *Lahoo*.
- *Ottawazine*, a local WeChat news account, shared a story previously reported in *York BBS* that CPC leader Erin O'Toole would "ban WeChat." The publishers add the claim that O'Toole would "openly confront foreign students from China" and that he "appealed to Canadians not to attend Confucius Institutes." The article received some attention on WeChat (3.0K page views).
- This is the fourth local WeChat news account to publish a headline that the CPC leader would "ban WeChat." No Chinese Communist Party media accounts have shared the story, or commented in an overt way on O'Toole's candidacy.

User engagement with Russophone online media

- There were no high-engagement posts from Canadian Russian-language media outlets for August 31.
- Topics of interest in global Russian-language media by total engagements include:
 - Coverage of the last day for US forces in Kabul, with comparisons to the "orderly withdrawal of the Soviet forces" from Afghanistan in 1989.

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- Coverage of Ukrainian forces potentially launching a counter-offensive in the Donbas, subject to a large-scale offensive by Russia. The article linked above suggests Ukrainian forces would U.S. provided Javelin anti-tank missile systems.
- Russian state media *RIA Novosti* claims Canada and other western countries are “sowing distrust” in Russian elections by publishing “negative materials.” The article did not receive much engagement on social media.
- Russian state media outlet Sputnik noted that Latvia will be a training ground for NATO exercises. The article did not receive much engagement on social media.

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