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Rapport de repérage des médias sociaux: du 14 septembre 17h au 15 septembre 17h 2021
Social Media Monitoring Report: September 14, 5pm – September 15, 5pm, 2021

Observations principales / Key observations

- Volume: **Last 24h: 1.13k; Previous 7 days average: 1.66K posts/day; Previous 30 days average: 1.33K posts/day; pre-campaign average: 100 posts/day**
- The announcement of the Alberta public health emergency has already produced an increase in volume and reactions questioning its impact on the election.
- Confusion about mask mandates is still commonly observed in the environment, potentially due to a lack of understanding that the measures are based on local policies.
- Electors are concerned about the risk of getting diagnosed with COVID before the election and potentially missing out on the opportunity to vote.
- Anxiety over special ballots arriving at their destinations in time, time to count, and their impact on results is quite high now that advance polls are over and the deadline for requesting special ballots has passed.

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](#)

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

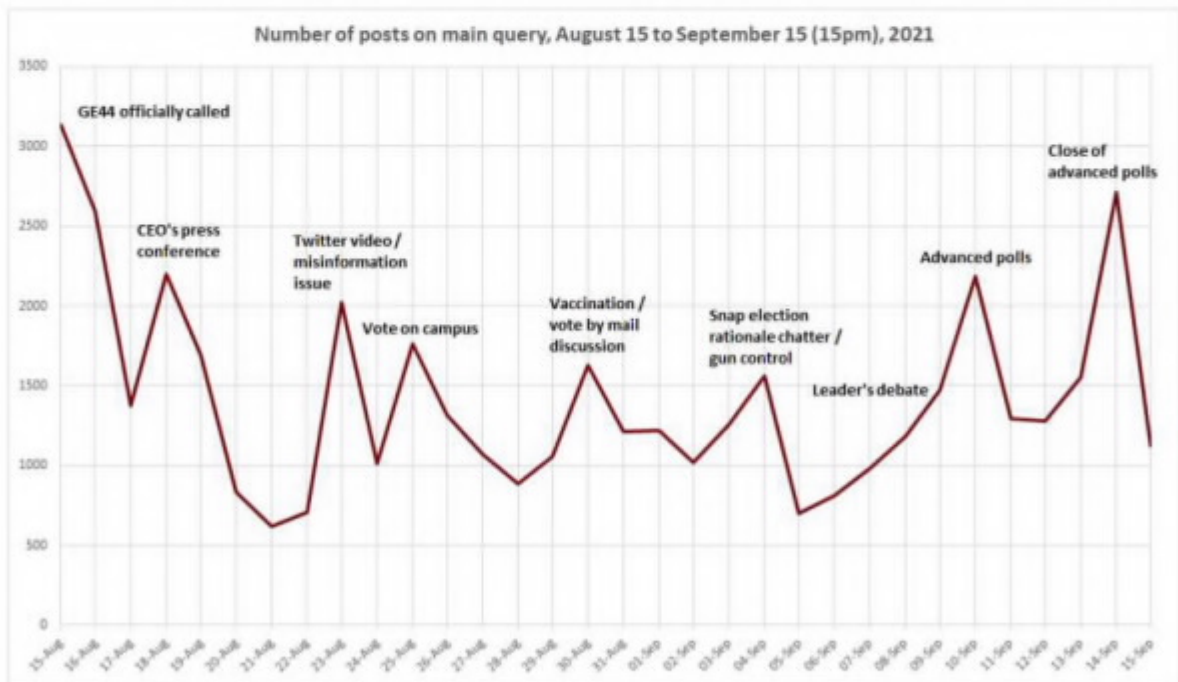
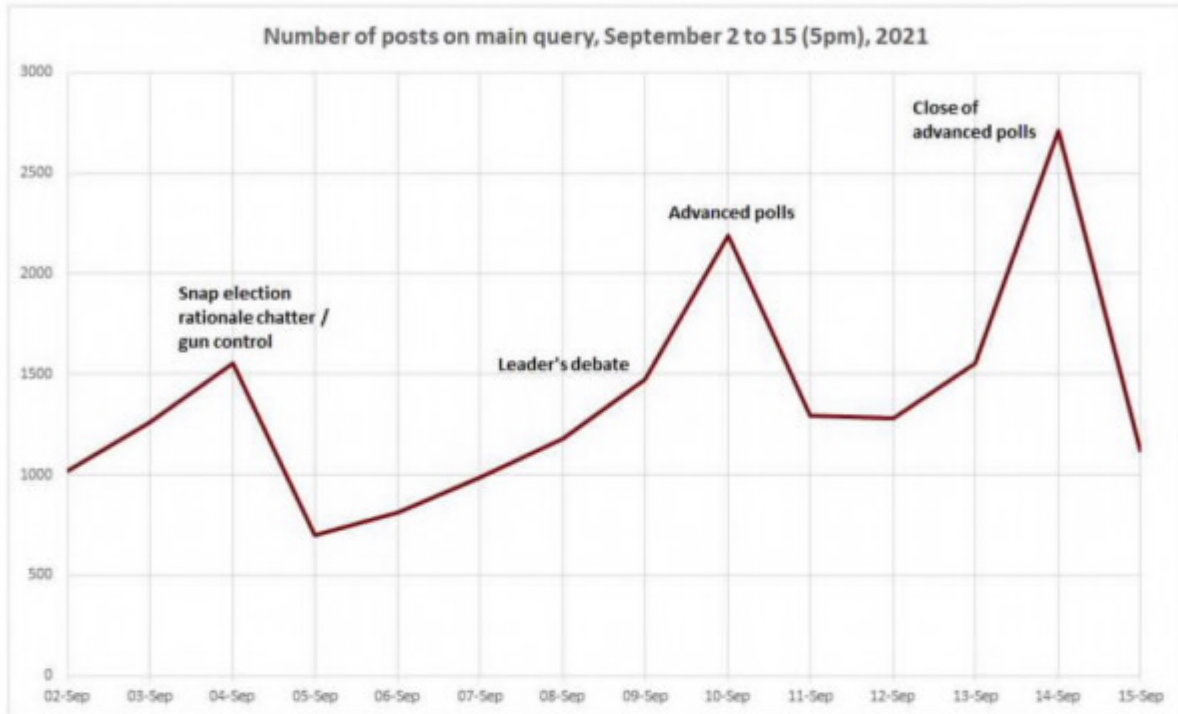
Narrative	September 14 (5pm) – September 15 (5pm)	September 13 (5pm) – September 14 (5pm)	September 12 (5pm) – September 13 (5pm)	September 11 (5pm) – September 12 (5pm)	September 10 (5pm) – September 11 (5pm)
Vote by mail	79	49	65	45	76
Dominion/machine voting	15	11	12	12	11
Voter ID/identification	4	17	19	15	30
Rigged/fraudulent elections	32	25	45	27	13
EC corrupt/partisan/incompetent	30	41	44	33	85
Voting with pencils	6	27	19	22	26
Masks in polling places	49	65	19	31	69
Vaccine requirements	18	9	14	7	20

These are approximations based on keyword mentions in collated content

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



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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
(94/1700) Vote by Mail (82/1700) Advance Polls (67/1700) Polling Locations (55/1700) Health & Safety measures	(94/1700) Vote by mail (8/1700) Machine voting/DVS (3/1700) Elections during a pandemic - voting in person (1/1700) Security

Éléments sous observation / On the radar

Jordan Peterson turns attention to Canadian General Election

On September 14, author and internet personality Jordan Peterson released a new episode of his highly followed podcast solely on GE44. Although the content of the video is not problematic, it brings immense attention towards the election from people inside and outside Canada. On YouTube, he has 4.06M subscribers and his podcast is, as of April 2021, the 91st most listened to podcast in the US and the 116th globally. As of the writing of this report, the episode has 197K views. So far, this has not impacted the monitoring volumes. PPC leader Maxime Bernier has also announced on September 10 that he was going to be the next guest of the podcast, with the episode likely released on September 21.

New article wrongfully claims that no-exception mask mandate and invitation to call the police when opposed is national policy.

Following yesterday's story on a misleading news article title, the Western Standard published on September 15 [an article](#) claiming that the instructions given to poll workers in a specific province were in fact a national policy. Reporting on a legal civil society organisation's opposition to the measure, the outlet fails to mention that the instructions were only given to poll workers to act in accordance with local rules, potentially fuelling the confusion and debate.

Candidate for Oakville North-Burlington reports CPC flyers to EC as misinformation about property sale tax

In a Twitter video with more than 500 engagement the LPC candidate for Oakville North-Burlington addressed CPC flyers that claim the LPC platform involves taxing sales of family homes. The candidate argued that this is misinformation and has reported the issue to EC. Comments were mixed from agreeing that misinformation should be addressed legally to accusing the candidate of 'gaslighting' an opponent for regular political activity.

Alberta declares public health emergency – voters worry of impact on election

Alberta has declared a public health emergency and is introducing further public health measures in order to address the spread of COVID-19, including a vaccine passport. With days to go before the general election and just a day after the deadline for requests for voting packages, many users are commenting about the news with fears that the measures will disenfranchise electors. This news may also fuel the narrative that pandemic measures will be increased right before election day in order to commit massive electoral fraud. Speculation of mask and vaccine requirements as well as narratives that this decision was a partisan plot will likely run rampant.

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Journalist tweets to express doubts in electoral process integrity

On September 15 Journalist Kean Bexte shared an article from his website discussing the potential delayed results of the election. In a [tweet](#), he claimed "Elections Canada has plans to delay the results of the election for up to 5 days. I wonder why that could be." With over 1k engagement, the comments were expressing distrust in EC and the upcoming results of the election, usually referencing the US election's delayed results and claims of fraud.

↑ Vote by mail, pandemic/lockdowns as an election tactic, and machine voting				
<p>Articles les plus partagés; nombre de partages / Most-shared articles; number of shares</p> <ul style="list-style-type: none"> • Elections Canada says it could take up to 5 days to count every last ballot – CTV (Total shares: 17 / Total engagement: 503) 				
<p>Faits saillants sur les médias sociaux / Social media highlights</p> <p>With the deadline for requesting voter kits having passed, social media users focused their attention on the number of special ballots remaining to arrive at their destinations and the impact vote by mail will have on the election. Cynicism over the use of vote by mail and unflattering comparisons to the U.S. election were up considerably today, with many mentions of machine vote-counters thrown in. Misinformation about ballots being counted if they arrived after election day was a major recurring topic for the first time since the CEOs initial press conference after the announcement of the election. This was due to articles on the expected amount of time it will take to count all the ballots. Overall, the pandemic election has increased unease about results, and the impending election day and narrowing options to vote increase that anxiety and criticisms against Elections Canada and Canada Post in anticipation of election day chaos.</p>				
Publications reliées au sujet / Related posts				
Engagement	Followers, platform	Account	Post	Date
4.3K engagements	2.8M, YouTube	CBC News , News outlet	<p>Elections Canada says it could take 2 to 5 days to count mail-in ballots</p> <p>*Description: A spokesperson for Elections Canada breaks down advanced voting, voting by mail, election readiness and gives details on how you can monitor the progress of mail-in ballots in your riding.</p> <p>YouTube user 1: Hope enough vote counting monitors are available that have ethics and honestly... (25 reactions)</p> <p>YouTube user 2: I hope dominion machines have not infiltrated Canada (23 reactions)</p> <p>YouTube user 3: Expect another steal. (21 reactions)</p> <p>YouTube user 4: I have no trust in mail in ballots (21 reactions)</p> <p>YouTube user 5: You mean to rig the hole thing (17 reactions)</p> <p>YouTube user 6: 2-5 days to defraud the people you mean? (4 reactions)</p>	Sept. 14

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			<p>YouTube user 7: Could not vote from overseas. Consulate would not answer the phones for 24 hours, elections Canada said to contact the consulate (2 reactions)</p> <p>YouTube user 8: have no reason to trust the Counters never mind the Mail Ins (3 reactions)</p> <p>YouTube user 9: Watch out for all the pipe breaks (2 reactions)</p> <p>Reply 1: Yes I'm worried the conservatives will Try to steal it (1 reaction)</p>	
1.2K	1.3M, Twitter	CBC News Alerts , News outlet	<p>More than 5 million Canadians voted in advance polls, chief electoral officer says. Stéphane Perrault says preliminary figures indicate about 5.78M ballots were cast over 4 days. That's an 18.46% increase from the 2019 election.</p> <p>*Sample comments*</p> <p>Original Poster: More @cbcnews Canadians set new record at advance polls, nearly a million more votes expected to arrive by mail. Canadians set new record at advance polls, nearly a million more votes expected to arrive by mail (120 reactions)</p> <p>Reply 1: Good. Not even close to the 5 mil they were expecting. 1)People want to secure their vote in person 2) they aren't worried about covid (2 r)</p> <p>Reply 2: 1 million plus mail in ballots, counted after the 20th, most for the Liberals to secure the majority? (No reaction)</p> <p>Twitter user 1: We always vote early and never have to wait. Huge lineups yesterday. Maybe about 100 ppl all cramped into a small area with no distancing! Such a great idea to call an election during a pandemic! (10 r.)</p> <p>Twitter user 2: Will be interesting to see if that translates to less votes cast on Election Day or to an overall increase. (5 reactions)</p> <p>Twitter user 3: How many of those ballots were from dead people (4 r.)</p> <p>Twitter user 4: China and Russia's intelligence services have been busy stuffing envelopes (2 reactions)</p>	Sept. 14
1.1K	850, Twitter	Twitter user	<p>how does a guy who forces thousands of Essential workers out of work call an election and win it?</p> <p>*Sample comments*</p> <p>Twitter user 1: The only way he knows how. He rigs the game. (53 r.)</p> <p>Twitter user 2: Same way Biden did. (44 reactions)</p> <p>Reply 1: I dont know how more people dont see this. Why would we have a legit election when the US had so much obvious fuckery. (5 r.)</p>	Sept. 15

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			<p>Twitter user 3: It's fix election, that is why he called it...(10 reactions)</p> <p>Twitter user 4: [picture of "emergency democracy votes" being unloaded from a delivery truck] (10 reactions)</p> <p>Twitter user 5: Because the west has no say in selecting our Government. The election will be over before the west votes...(5 reactions)</p> <p>Twitter user 6: By Cheating there is no other way (3 reactions)</p> <p>Twitter user 7: Ask Pedodent Biden how he did it. (2 reactions)</p> <p>Twitter user 8: Mail in ballots (1 reaction)</p> <p>Twitter user 9: Fraud. Mail ins are play toys. (No reaction)</p> <p>Twitter user 10: The vote that has all arrived in the last 7 years from a plane (No reaction)</p>	
438	CBC News comments section	CBC News , News outlet	<p>Canadians set new record at advance polls, nearly a million more votes expected to arrive by mail</p> <p>*Sample comments*</p> <p>CBC user 1: he deadline for requesting the ballot by mail is the 14th. So let's do the math: 1. The deadline is the 14th 2. The ballot will be sent to the voter on the 15th 3. The voter will get the ballot and. more than likely, send it out the very next day. 4. The ballot MUST be received by the 20th 5. So, the ballot MUST get TO the voter, have a next day turn around and get BACK TO Elections Canada in, let's count them, 6 - that is SIX - days. When was the last time Canada Post could deliver ANYTHING on such a time line? (43 reactions)</p> <p>CBC user 2: People fought, died for our election freedoms, we do not need to throw them away. What kind of society are some looking for. Stand up and vote for a real person in a real count that can be observed, safely monitored (41 reactions)</p> <p>Reply 1: Safe in what way? Your mail never disappeared? Lucky you? Ever worked at an election poll site? At one post office in Ottawa in the past a whole bunch of government forms, passports disappeared? In an Edmonton post office, gold was stolen? Safe is as safe was! (3 reactions)</p> <p>CBC user 3: I will never agree with a mail-in ballot approach. (24 reactions)</p> <p>Reply 1: Canada Post's competency record. Not traceable, nor trackable. Not all mail makes it to it's intended destination. I have received my neighbour's mail, many times (1 reaction)</p> <p>Reply 2: I might if it is trackable by myself. So, I can see it arrived. Voted by mail provincially, and who knows if my vote got there. Canada Post's great when you have a</p>	Sept. 13

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			<p>competent carrier, but when our regular carrier is on vacation, we receive mail late, and not always ours. Sorry, but it is true (No reaction)</p> <p>CBC user 4: Not a chance in the world that I would vote by mail. With Canada Post on the job it is highly unlikely to ever get to a ballot box. I will vote in person and see the ballot go into the box. (19 reactions)</p> <p>CBC user 5: This is how mail-in ballots are supposed to work. Not sent out to everyone at whatever address exists on the old voters lists, without anybody asking for them, and where they can fall into the hands of people engaged in ballot harvesting schemes. (18 reactions)</p> <p>CBC user 6: Surprised that elections canada can't manage the mail in voting ballots so they arrive on or before the polls close... If they are talking about 5 days after the polls close then why is the cutoff not 5 days earlier? (12 reactions)</p> <p>CBC user 7: After what happened in the states, has anyone checked to see if those 1 million people requesting are still alive? 1 million of 37 million people could turn the tide of this election. (12 reactions)</p> <p>CBC user 8: The election is not even over yet and we already have people complaining that the election is "rigged." (10 reactions)</p>	
131	14K, Twitter	Twitter user	<p>[Translated from Chinese] You would be silly to believe the polls.</p> <p>*Retweeting Twitter user: There is a sudden change of events in the Canadian federal election [...]</p> <p>*Sample comments*</p> <p>Twitter user 1: I believe it, it's their own poll. The next step is to commit electoral fraud, and they end up getting re-elected. (13 reactions)</p> <p>Twitter user 2: [...] From the very beginning, there was going to be ballot stealing. It's not like it's the first time that the Liberals are doing this (10 r.)</p> <p>Twitter user 3: [...] Cut off the hands of whoever is caught committing electoral fraud, that will teach them not to cheat. (6 reactions)</p> <p>Twitter user 4: The HQ of Dominion is in Canada. Whoever they want to win will always win. Even if the candidate doesn't get a single vote, they'll win. (6 reactions)</p> <p>Twitter user 5: This is foreshadowing for fraud. (5 reactions)</p> <p>Twitter user 6: The winners are selected themselves to be the winners, it's turning into China. (1 reaction)</p> <p>Twitter user 7: Dominion is beginning to work (1 reaction)</p>	Sept. 13

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69	612.2K, Twitter	Radio-Canada info , News outlet	<p>5,78 millions de Canadiens ont voté par anticipation, soit une hausse de 18,46 % par rapport à 2019 Au moins 5,78 millions de Canadiens ont voté par anticipation</p> <p>*Sample comments* Twitter user 1: Quand t'as trop hâte de remplacer Trudeau... (6 reactions) Reply 1: Avec ses tactiques de votes par anticipation et par la poste à la Biden, Trudeau va être élu majoritaire et obtenir plus de votes que n'importe quel autre PM de l'histoire. (1 reaction) Reply 2 : Plus il y a de mains qui touchent aux bulletins de votes, plus la fraude est facilitée. Les votes sont habituellement comptés directement au bureau de vote. Lorsqu'ils sont mis à la poste, le facteur les touche, l'agent de tri à poste canada les touche, un autre facteur, etc... (3 reactions) Twitter user 2 : Vive la fraude électorale! (1 reaction)</p>	Sept. 14
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→ Elections during a pandemic – voting in person

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

- [Nearly 5.8 million Canadians used advance polls to cast their vote](#) – CTV News (**Total shares: 86/ Total engagement: 1.1.K**)
- [Around 5.8M Canadians voted in advanced polls – nearly 1M more than 2019](#) – Global News (**Total shares: 61/ Total engagement: 866**)

Faits saillants sur les médias sociaux / Social media highlights

Mask mandate regulations across the country was one of the main topics of discussion in the past 24 hours. There still seems to be a good amount of confusion in the environment, likely due to different rules applying in different places. Many are taking the non-exception rule applied in some provinces as “undemocratic” and “illegal” and putting it on EC, seeing it as the agency’s own initiative and not following local rules. Users discussing their experiences at the polls is still frequent, with many sharing long line up stories.

People getting COVID between now and election day is also an increasingly popular source of discussion. As news outlets are publishing articles and testimonies on the topic, we expect it to become a leading topic in the upcoming days. During this period, not a lot has been collated but the few that were usually described the situation as “undemocratic” and a form of “voter suppression”.

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
490	189K, Twitter	CTV Calgary , News outlet	Some voters who arrive to their polling station without a mask or who refuse to wear a mask will be turned away from the polls, Elections Canada warns. Refuse to wear a mask? Don't come to vote in some provinces, Elections Canada warns	Sept. 14

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			<p>*Sample comments*</p> <p>Twitter user 1: Wow. That is undemocratic. See here is the slippery slope. (14 reactions)</p> <p>Reply 1: How is that a slippery slope ? Lol. There's mask mandates in place. It's clear. (10 reactions)</p> <p>Reply 2: Because restricting voting by implementing new rules/Restrictions of any kind is temptation for future abuse. (5 reactions)</p> <p>Twitter user 2: Because a mask prevents people from touching ballots, breathing or removing it while in the booth... Your stupidity toward a fake and useless protection is beyond belief. (13 reactions)</p> <p>Twitter user 3: Not true they cannot refuse you! (3 reactions)</p> <p>Twitter user 4: Illegal (2 reactions)</p> <p>Twitter user 5: Elections Canada HAS NO SUCH RIGHT. I will cast my vote muzzle free. Like a free man. (1 reaction)</p> <p>Twitter user 6: Wow didn't see that coming did we? Guess that's why they want mail instead huh? (1 reaction)</p> <p>Twitter user 7: Voting at the advance polls today was SO SLOW moving due to "processes" => got there this morning, nobody else there and it still took 15min to vote!?!? Could be glacially-slow with long lineups next Monday (No reaction)</p> <p>Twitter user 8: Fk off. This is north korea (No reaction)</p>	
329	202.5K, Twitter	CTV Edmonton, News outlet	<p>Some voters who arrive to their polling station without a mask or who refuse to wear a mask will be turned away from the polls, Elections Canada warns.</p> <p>Refuse to wear a mask? Don't come to vote in some provinces, Elections Canada warns</p> <p>*Sample comments*</p> <p>Twitter user 1: This is BS. I'm working the election and this was brought up. We can not stop someone from voting for not wearing a mask. (24 r.)</p> <p>Reply 1: Hmmmmm we turned away families for refusing to wear masks and wrote incident reports. You clearly were not doing your job correctly. My question is, was your poll doing contract tracing because mine was. It is clearly stated in the Elections Canada documentation. (6 r.)</p> <p>Reply 2: Not true. I just went through the training last night in British Columbia. We were told anyone coming to vote WITHOUT a mask would be allowed to vote. (2 reactions)</p> <p>Reply 3: You need more training as you are being misinformed and allowing these people to put staff/voters at risk. (3 reactions)</p> <p>Twitter user 2: I voted today at the advanced poll in Coronation AB. Walked in without a mask and no one said a word. I was treated respectfully. The fellow ahead of me was</p>	Sept. 14

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			<p>also maskless. I exercised my right to vote and I left. End of story. (20 reactions)</p> <p>Twitter user 3: I walked in unmasked. Wasn't asked. The ladies were super nice treated me no different. So this article is a dead lie. They lady even said they were told they cannot stop people from excersising their right to vote. As that's against the law. (11 reactions)</p> <p>Twitter user 4: That's the way is should be!!! They should ask for proof of vaccination to enter the premises (11 reactions)</p> <p>Twitter user 5: Democracy in action... (No reaction)</p>	
269	1M, r/Canada	Reddit user, 24.5K karma	<p><u>Nearly 5.8 million Canadians used advance polling to cast their vote</u></p> <p>*Sample comments*</p> <p>Reddit user 1: I voted yesterday. 4 voting booths inside and a line of 20 people outside, it was busier than last time. (7 reactions)</p> <p>Reddit user 2: Fucking covid ruined advance polls. Used to be I could get in and out in like three minutes, but this time around there were decently long line ups. (7 reactions)</p> <p>Reply 1: Not to mention in my part of my riding there was only 1 voting booth making things take that much longer (8 reactions)</p> <p>Reddit user 3: This is good, but I don't understand why they ended so early. I understand that you can still vote at your local polling station, but it would be much better and more accessible, if advance polls ran until election day. (5 reactions)</p> <p>Reply 1: You can vote any day up until 6pm the day before the election at your local Returning office. (4 reactions)</p> <p>Reply 2: Yes, but more locations would make voting more accessible. (1 reaction)</p> <p>Reply 3: Advanced voting at designated advanced polling stations ended yesterday. Voting at your local returning office as stated above, will run until the day before the election. (No reaction)</p> <p>Reply 4: Not if you registered for the mail-in ballot. (1 reaction)</p> <p>Reply 5: I imagine many will miss the deadline for that. (1 reaction)</p> <p>Reply 6: By design. (2 reactions)</p> <p>Reddit user 4: This is going to be a shitshow on Monday. Long lineups are expected (think USA type lineups). I've had to break the news to several family members who are in Toronto area but didn't vote this weekend and didn't read their elections card, that they aren't voting at the school or church they've been going to for decades... it's now a trek several kms away to a rec centre they never knew existed. Had they read their card they could have made it out this weekend!</p>	Sept. 14

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			<p>Hopefully people show up and vote and not view the news reports of the long lines and decide to stay home. (4 reactions)</p> <p>Reddit user 5: Mine still hasn't arrived, and now I can't vote in person. (3 reactions)</p> <p>Reddit user 6: I was one of those people! The lineup was surprisingly long - longer than I've seen during regular voting night in previous elections. But it was moving quickly. (No reaction)</p>	
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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
Twitter Spat	138	Facebook Face-off	43
spam	120	Green	34
Vote by mail	71	Met - Green	30
Green	68	advance polls	24
polling locations	63	Vote by mail	23
PPC	63	asked & answered	16
PM	61	SVR	13
Met - Green	60	VIC	12
advance polls	58	voting	11
LPC	54	thank you	11
Health & Safety Measures	45	outreach	11
masks	42	ways to vote	10
partisan	41	recruitment	10
about media	40	Health & Safety Measures	10
voting	34	PPC	8
voted	34	PM	8
negative	32	poll worker	7
complaints	30	local office	7
ballot counting	28	covid19	7
ways to vote	27	corrupt/rigged	7
CPC	27	Missing Candidate	7
irrelevant	26	LPC	7
VIC	26	positive	6

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

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