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Rapport de repérage des médias sociaux: du 14 octobre 12h au 21 octobre 12h 2021
Social Media Monitoring Report: October 14, 12pm – October 21, 12pm, 2021

Observations principales / Key observations

- Volume: **Last period average: 138 posts/day; previous 7 days average: 97 posts/day; last 30 days average: 322 posts/day**
- Following the announcement of a November return for the House of Commons, some users called for a set return date to be added to the CEA. Others called for more electoral reforms, such as fixed election dates that confidence votes could not change.
- Electoral boundaries discussions are a hot topic this week, with most reactions being negative; many users are demanding more representation for Western Canada and less for Toronto, Québec and the Maritimes.
- Although many outlets falsely presented EC as being responsible for the seat redistribution exercise, very few users blamed EC for the changes or the imbalance of certain area's representation.

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

- **NEW Discussion on electoral reform – Return to parliament**
- **NEW Electoral Boundaries**
- → **Accessibility to vote**

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

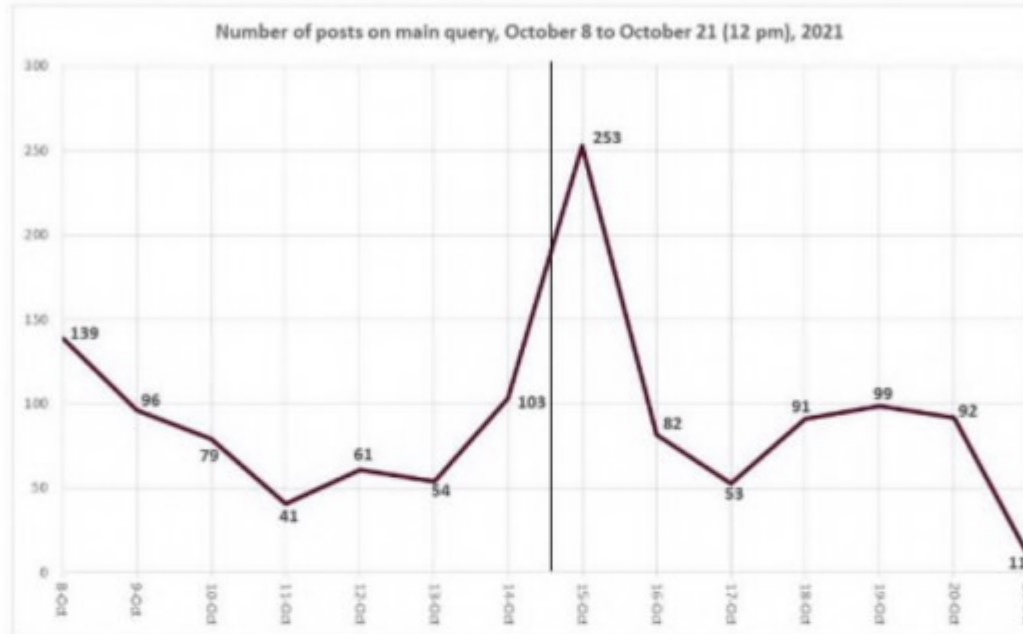
Narrative	October 14–21	October 7–14	October 4–7	September 29 – October 4	September 27 – 29
Vote by mail	6	27	5	4	16
Machine voting	17	14	5	5	11
Voter ID	8	0	4	1	2
Rigged / fraudulent elections	10	17	18	10	16
EC corrupt/partisan/incompetent	53*	40	16	31	22
Voting with pencils	3	3	0	2	3
Masks in polling places	3	1	2	2	0
Vaccine requirements	1	6	6	1	0

These are approximations based on keyword mentions in collated content * Might be overrepresented due to methodology

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
(135/431) Election pay (85/431) Redistribution (52/431) Judicial recount (37/431) Jurisdiction error	(85/431) Electoral boundaries (52/431) Electoral reform (17/431) Vote on campus (7/431) Accessibility to vote

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Éléments sous observation / On the radar

A YouTube video shares testimonies from US election officials who resigned because of violent threats

In a video published on October 20 (150K views; 7K reactions), four elections officials from different states share how they and their families were the targets of threats following the November 2020 US Presidential election. Some of them discuss their decision to resign following violent threats and intimidation. It seems these officials have become the target of extremists who are not satisfied with the results of the election. This video makes links between disinformation and radicalization and serious real-life consequences. It also discusses how the potential loss of knowledge, experience and knowhow among election officials could negatively impact electoral integrity. The video can be seen here: <https://youtu.be/-3biHbWwLhU> *please note this content can be very disturbing*

Elections Alberta Twitter Exchange

On October 18, the official Twitter account for Elections Alberta got into an exchange with a Twitter user who appears to have had many previous negative interactions with their content. This exchange began when a former MLA and well-known political commentator posted a photo of a marked ballot and Elections Alberta was tagged in comments and called on to "prosecute." After referring a user to the proper authorities to report it, the conversation quickly took a negative turn, with a mix of bad faith arguments and unprofessional responses. The next day, on Twitter, Elections Alberta trended receiving 4K tweets; although some users reached out to EC about the agency or the tweet; EC did not engage.

High visibility application for judicial review of two OCCE decisions

It was announced on October 20 that Rebel Media had applied to a Federal Court for judicial review of two Administrative Monetary Penalties (AMPs) issued by the OCCE in January 2021. The AMPs were imposed after an investigation by the OCCE that determined the outlet failed to register as a third party during GE43 while promoting a book critical of a political party using lawn signs as a tool of promotion constituted an infraction. A previous request for a review of the decision through the OCCE was denied, this latest appeal of the decision claims that "Censoring political debate by intruding into a protected sphere of expression in the name of electoral

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integrity undermines the freedoms of belief, opinion and expression without practical benefit.” The story has been reported on widely, leading to many online reactions.

NEW Electoral Boundaries

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

- [New electoral boundaries strip Quebec of a seat, give Alberta three more](#) – National Post (**Total shares: 131/ Total engagement: 2.3K**)
- [“On a une nation à défendre », dit LeBel au sujet du redécoupage électoral fédéral](#) – Radio-Canada (**Total shares: 59 / Total engagement : 394**)

Faits saillants sur les médias sociaux / Social media highlights

The leading topic for this period has been the seat redistribution – more importantly the 3 seats gained by Alberta and the 1 lost by Quebec. Reactions to the news are mixed, but tend to be negative. Many users claim the change is not enough and that Western Canada is still underrepresented while other areas like Toronto, the Province of Quebec and Maritime provinces as a whole remain overrepresented. Some users replied to these arguments by explaining that seats are allocated by population and not land, explaining the difference in the number of seats in various provinces. Many users also took the opportunity to express disapproval in the electoral system, demanding change for better representation as they believe the current system to be undemocratic. Even if many outlets inaccurately positioned EC as responsible for choosing how/where to redistribute electoral boundaries, very few posts or comments mentioned EC as responsible, with one user even correcting another to say the redistribution process is led by an “independent commission.”

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
649	110.6K, Twitter	Andrew Coyne , Columnist, <i>The Globe and Mail</i>	Let's see how long this lasts... New electoral boundaries strip Quebec of a seat, give Alberta three more National Post New electoral boundaries strip Quebec of a seat, give Alberta three more *Sample comments* Twitter user 1: Snap election in 2 years before the changes take effect I'm calling it now (2 reactions) Twitter user 2: The population per MP should be a fixed number across the country. Screw the constitution on this issue. Only in Canada is electoral fairness a controversial issue. (2 reactions) Twitter user 3: This is nonsense. All voters should have an equal voice no matter which province or riding they live in. Proportional representation now! (No reaction) Twitter user 4: The big question is who get to draw the new map. That where all the gerrymandering bullshit happen. (No reaction) Twitter user 5: You think they will change the rules and rig the game? (No r.) Twitter user 6: There are certain matters that an independent judicial body, not members of parliament, should determine. No government, absolutely no government should do its own re-distribution. If this is not law, then we need to change the law (No reaction)	Oct. 16

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218	5.3K, Twitter	Twitter user	<p><u>New electoral boundaries strip Quebec of a seat, give Alberta three more</u></p> <p>*Sample comments* Twitter user 1: Alberta 120k per seat Quebec 106k per seat Not a one man one vote system (8 reactions) Twitter user 2: Some good news, now.if they would strip the GTA of 50 or so seats we may get equality. (8 reactions) Twitter user 3: Electing Senators in Canada is about 150 years past due....Give or take a decade or two. No other "democracy" appoints Senators for lifetime. None. Not a one. (3 reactions) Twitter user 4: Now do the maritimes! (3 reactions) Twitter user 5: Now a duly elected equally represented Senate. (2 r.) Twitter user 6: Maybe we should also switch to proportional representation? (1 reaction) Twitter user 7: Hopefully the Quebec seat is Papineau. (1 reaction) Twitter user 8: It's a start, but the west needs way more seats to make elections fair in seats per capita. (1 reaction) Twitter user 9: I think Quebec is guaranteed 75 seats no matter what their population is. (No reaction)</p>	Oct. 16
149	107.2K, Facebook	<u>The Post</u> , <u>Millennial</u> , Facebook	<p>Alberta could gain three additional ridings as early as 2024 following Elections Canada changes to seat distribution based on changes in population.</p> <p>*Sample Comments* Facebook user 1: Half in Toronto should be deleted (43 reactions) Reply 1: unequal representation (8 reactions) Reply 2: our current system isn't a democracy. If it were the party with the most support would win. Not the party with 1 cities support. (7 reactions) Facebook user 2: we need to have seats removed from the gta and spread out throughout the country (41 reactions) Reply 1: It will never happen unless we have a citizens assembly on voter reform.....let the PEOPLE decide,not the false majorities of FPTP.....Prop Rep would make ALL votes count,even in the West!! (2 reactions) Facebook user 3: Well that's good but, I say that to be fair to all province's it should be one PROVINCE one SEAT..That way the peoples popular VOTE will count properly (1 reaction) Facebook user 4: Won't be fair until there is equal seats throughout the country.! (No reaction) Facebook user 5: Elections Canada is making these drastic changes without a vote? K whom do they serve again? (No reaction)</p>	Oct. 17

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NEW Discussion on electoral reform – Return to parliament				
<p>Articles les plus partagés; nombre de partages / Most-shared articles; number of shares</p> <ul style="list-style-type: none"> • Trudeau avoids Parliament for five more weeks – Toronto Sun (Total shares: 722 / Total engagement: 6.4K) 				
<p>Faits saillants sur les médias sociaux / Social media highlights</p> <p>Following the announcement that MPs would return to the House of Commons on November 22, many social media users expressed their dissatisfaction with the delay and some suggested a fixed date requirement for Parliament to resume after an election. Social media users on Reddit and Twitter suggested it be determined by electoral law, with one user stating “We really need some kind of Electoral Reform, which includes a set election date and where a no confidence vote cannot trigger an early election.” In many cases, users complained that time between the snap election and the return to Parliament was for political gain, and claimed that electoral reform would remedy this.</p>				
Publications reliées au sujet / Related posts				
Engagement	Followers, platform	Account	Post	Date
1250	1M, r/Canada	Reddit user, 1.9K Karma	<p>LILLEY: Trudeau avoids Parliament for five more weeks LILLEY: Trudeau avoids Parliament for five more weeks</p> <p>*Sample comments*</p> <p>Reddit user 1: Recall how the election was necessary because he 'needed a mandate' in order to move forward on the pandemic; how he just wanted to get back to work for Canadians. Wonder if we'll see the usual suspects here defending this delay. (504 reactions)</p> <p>Reddit user 2: Some people were pointing out others who went longer between the election and start of parliament which was a valid point, until I tried to remember a PM who said it was important to have an election for urgent matters he needed a mandate for (132 reactions)</p> <p>Reddit user 3: We really need some kind of Electoral Reform, which includes a set election date and where a no confidence vote cannot trigger an early election. The previous election was a complete waste of tax dollars and unnecessary. Justin Trudeau ignorant (9 reactions)</p>	Oct. 16
606	17.7K, Twitter	Senator Leo Housakos , Senator	<p>When Parliament does return, MPs will need to elect a speaker, set up committees, and there will be a throne speech, meaning that all time will be taken up with housekeeping rather than business of the nation. Trudeau government is perpetually on vacation.</p> <p>LILLEY: Trudeau avoids Parliament for five more weeks</p> <p>*Sample comments*</p>	Oct. 16

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			<p>Twitter user 1: We have a broken, unbalanced electoral system that cannot be used to remove a lazy, corrupt, inept dictatorial govt. That same govt knows it and continues to rub our noses in it. This country is toast. ASAP, I am taking my entire fam outta here. Sad it has come to this. (12 r.)</p> <p>Twitter user 2: \$600million plus for an election. He did not get a majority. Now he doesn't care. His voters need to ask..are we happy? Worst prime minister in Canadian history. Period. (7 reactions)</p> <p>Twitter user 3: Despite the desperate need for an election to clarify his mandate and get back to work absolutely nothing has happened and absolutely no one is surprised. Maybe by Christmas some government business will actually have happened but I'm not holding my breath. (1 r.)</p> <p>Twitter user 4: He's probably trying to kill time until he can call another election in search of his elusive majority. (No reaction)</p>	
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U Accessibility to vote				
Articles les plus partagés; nombre de partages / Most-shared articles; number of shares N/A				
Faits saillants sur les médias sociaux / Social media highlights Conversations continue on accessibility issues faced by students and Indigenous electors during GE44. The topic appears to have been reignited by a tweet posted on our official accounts that tapped into a trending element/meme. Reactions to this playful tweet were mixed, with a significant gain in followers and some negative comments. Negative reactions mostly pertained to accessibility for students on campus and Indigenous electors. At this time, there is no major issue driving this conversation; volume and potential impact are low.				
Publications reliées au sujet / Related posts				
Engagement	Followers, platform	Account	Post	Date
178	2.1K, Twitter	Twitter user	"We suspended the vote-on-campus program due to the pandemic and the minority government situation." *Retweeting Elections Canada: "I'm not following Elections Canada on Instagram." Red flag emojis	Oct. 14
66	850, Twitter	Twitter user	Did you know 87% of people in Natuashish speak Innu-aimun? It's honestly incredible. Something that would be celebrated. But they can't even get materials on voting in their language in this province. *Retweeting The NL NDP: .@JordanLabCity commends @PJC_NL and @AmyNormanNL for taking the initiative to have vote materials translated into indigenous languages during the 2021 elxn and ensuring @GovNL and @NLElections commit to ensuring that is standard process in future NL Elections *applause ensued* *Sample Comments*	Oct. 17

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			<p>Twitter user 1: I understand this. But Canada does have 2 official languages. Everyone is aloud a translator. So they can still vote. Sorry Elections Canada is doing it's best. They aren't perfect. How about. Suggesting a translator for each poling station. This could help everyone (1 r.)</p> <p>Reply 1: This is a stupid comment. A translator can translate. It's what they do? I have worked for Elections Canada. We would never bring in a translator who couldn't properly translate. WTF are you thinking? (No r.)</p>	
22	975, Twitter	Twitter user	<p>Removing polling stations used by students was a form of voter suppression. Some polling stations were >1hr walk. Many had >1hr lines. These criticisms are targeted at those in charge, not the volunteers at the polling stations, to suggest otherwise is disingenuous</p> <p>*Retweeting Twitter user: When @theJagmeetsSingh said there was "voter suppression" during our election, he smeared the hard work of @ElectionsCan_E volunteers & staff. He tried to "Trump" our election. I'm ashamed to be represented in the HoC by this man.</p> <p>*Sample comments*</p> <p>Twitter user 1: There are very real barriers that exist to cast a ballot when you depend on 40+ hrs of below living wage work. People in this position (and there are many) simply do not have a spare few hrs lying around outside of the other very immediate tasks that must be met. (3 reactions)</p>	Oct. 16

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

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Inbound Messages > Tag		Inbound Messages > Tag	
TAG	MESSAGES	TAG	MESSAGES
spam	192	election pay	110
redistribution	77	poll worker	19
bots	69	Facebook Face-off	14
EC social	65	Green	12
Twitter Spat	62	asked & answered	11
negative	54	Met - Green	11
judicial recount	50	redistribution	8
partisan	49	irrelevant	8
about media	49	Referral to PIL	8
LPC	44	negative	7
electoral district	40	positive	5
NDP	38	electoral district	4
jurisdiction error	35	thank you	3
Voter Suppression	28	provincial elections	2
PM	27	polling locations	2
provincial government	26	jurisdiction error	2
election pay	25	judicial recount	2
municipal elections	24	CPC	2
CCE	24	CEA	2
ways to vote	21	CCE	2

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