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Rapport de repérage des médias sociaux: du 10 novembre 12h au 18 novembre 12h 2021
Social Media Monitoring Report: November 10, 12pm – November 18, 12pm, 2021

Observations principales / Key observations

- Volume: **This period average: 34 posts/day**; previous period average: 77 posts/day; last 30 days average: 97 posts/day
- Discussions related to redistribution remain low, but one high engagement post on the topic led to positive comments about the absence of gerrymandering in Canada, EC's neutrality, and the redistribution process overall.
- In low engagement posts, EC was accused of rigging GE44, being partisan towards the LPC, or was confused with the OCCE in reaction to the Commissioner's upcoming retirement and news related to LPC campaign tactics.

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

- [🔗 EC's mandate and redistribution](#)
- [🔗 EC is incompetent / corrupt](#)

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

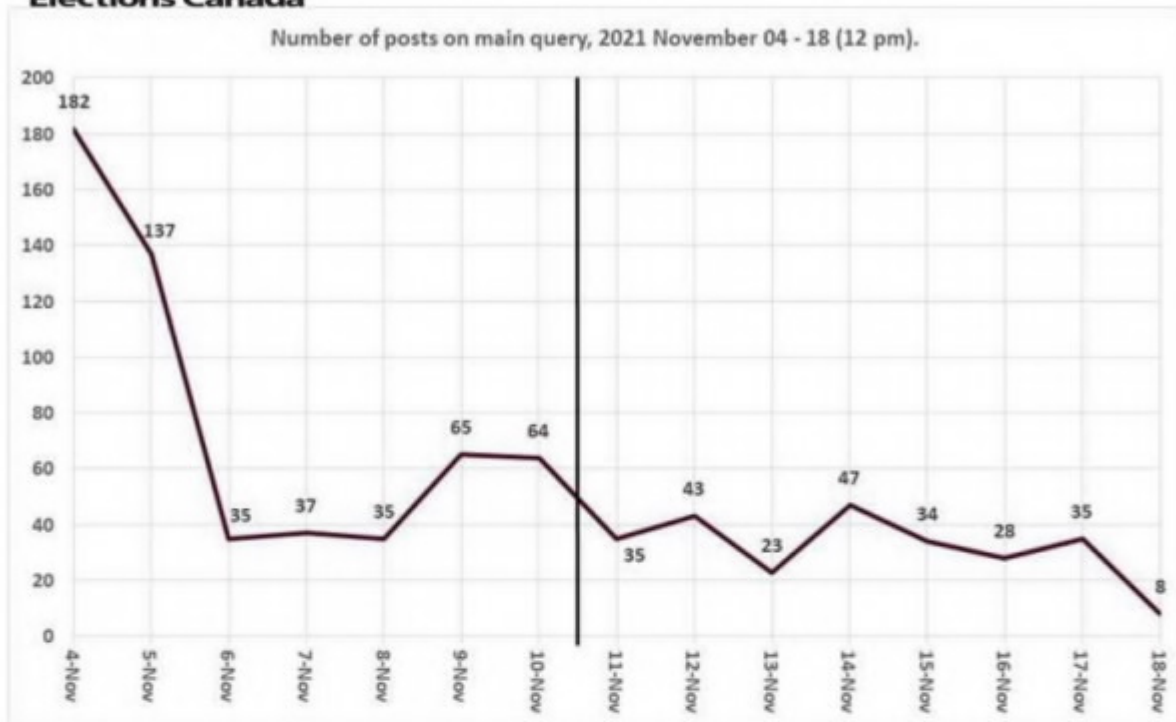
Narrative	November 10 – 18	November 4 – 10	Oct. 28 – Nov. 4	October 22 – 28	October 14 – 21
Vote by mail	6	5	12	10	6
Machine voting	4	4	24	12	17
Voter ID	7	5	6	7	8
Rigged / fraudulent elections	6	8	19	19	10
EC corrupt/partisan/incompetent	21	17	51	41	53
Accessibility to vote	0	N/A	N/A	N/A	N/A
Electoral reform	13	3	20	55	N/A

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
(13/149) Political financing/CCE (11/149) Remembrance Day (7/149) Election pay	(1/149) EC is incompetent/corrupt (0/149) EC's mandate and enforcement of the CEA

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Éléments sous observation / On the radar

Will Ferrell provides unique definition of Canadian 'snap' election

On November 11, actor Will Ferrell made a surprise appearance on Jimmy Kimmel Live in place of Ryan Reynolds, taking on the persona of the Canadian actor. When Mr. Kimmel asked Mr. Ferrell if he (as Reynolds) participated in the recent Canadian election, he said yes. Kimmel asked for a definition of a snap election as the concept is foreign to most Americans. Ferrell replied "I did [vote], it's my duty. [Snap election] is a term, it just means get it over super quick because we could give a s***." The YouTube clip got 2.4 million views.

CPC issues, Senator removed from caucus and leader hires Canada Proud founder

News that the CPC leader was removing a Senator from caucus for starting a petition calling for his removal was a prominent news topic this week. The overall conversation still includes reflections on GE44, but has shifted from blaming opposition seat losses on a rigged election, irregularities, or inequalities in riding distribution, to a focus on the party platform and leadership. Further news on November 17 that the CPC would be hiring Jeff Ballingall of Canada Proud has added dimensions to the conversation that may shift the discussion back to topics related to Elections Canada and its mandate.

Niche media react to end of the Commissioner of Canada Election's term

On November 12, Blacklock's Reporter, the Western Standard, and Rebel News published articles discussing the CCE's retirement next spring at the end of his ten-year term. All three articles introduced Mr. Côté as "best known for awarding SNC-Lavalin Group Inc. a settlement over \$117,803 in illegal campaign contributions, but prosecuting Rebel News Network Ltd. or a book promotion deemed too political" and received positive reactions across Facebook and Twitter. Many social media users claimed the "resignation" was "proof" of wrong-doing by the CCE, not understanding that it was the end of a fixed term appointment, not a sudden resignation.

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Former EC employee goes on US-based podcast to discuss EC

On October 13, a US-based political podcast called “High Turnout Wide Margins” published an episode featuring an interview with an unofficial spokesperson identified as an “Elections Canada consultant.” Throughout the half-hour episode, the interviewee shared several pieces of inaccurate information while speaking on behalf of the agency, including claims that EC did not get funding for all COVID measures because it went towards prepaid postage on mail-in ballots, as well as claims that mail-in-ballots were available since 1991, not 1993. The interviewee, who claimed to have worked at EC for 10 years and came back for the last GE, has since been identified as a recruitment officer in the Ottawa-Vanier riding during GE44.

Anticipation for House of Commons return on November 22

Now that the official sitting date of the House of Commons is drawing near, news, announcements, and rumors are taking up a large part of the online environment. Content monitored was largely partisan, calling out different parties or discussing potential coalitions. However, many comments discussed what could be the priority bills that the LPC would put forward, including bringing back Bill C-10. The discussion around Bill C-10, which would regulate online speech, is still widely negative, comparing it to dictatorship and corruption and with many fearing it would impact results of future elections.

🔄 EC's mandate and redistribution				
Articles les plus partagés; nombre de partages / Most-shared articles; number of shares				
<ul style="list-style-type: none"> • Ottawa is about to increase the number of MPs. What if it didn't? – Toronto Star (Total shares: 49 / Total engagement: 109) 				
Faits saillants sur les médias sociaux / Social media highlights				
<p>Though media coverage of the redistribution project decreased this week, conflation of EC's mandate and the project continued to shape the discussion online. In a post found on Twitter discussing electoral districts and redistribution, EC was frequently brought into the discussion as a positive example of how to keep political interference out of the political process. When one user commented on how “neat” Canadians EDs were, another replied “Amazing what happens when our elections and its boundaries are ran by an independent organization that is free from political interference,” implying it was EC who did both. In response to a post sharing an article about the PM's opinion on redistribution, another Twitter user replied “How about we let our neutral Elections Canada decide these things? We don't want gerrymandering.” Overall, posts this week conflating EC's mandate with decision-making in the redistribution project did so in a positive manor.</p>				
Publications reliées au sujet / Related posts				
Engagement	Followers, platform	Account	Post	Date
279	29.2K, Twitter	Twitter user	<p>Look at how neat Canadian electoral districts are</p> <p>*Sample comments* Twitter user 1: Yes some provinces have less voters per rep (PEI being the example) But they have more reps due to how the country/constitution were founded Functionally, PEI having a couple more reps than they'd otherwise have doesn't have a big enough impact on how government functions :^) (37 reactions) Reply 1: Their districts aren't equal population tho (3 reactions)</p>	Nov. 14

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			<p>Twitter user 2: Due to provisions in our Constitution on the representation formula - which isn't something you can change on a whim. Plenty of people have complained about it, trust me, but regardless within province aside from some special cases (like Labrador in NL) ridings are broadly same. (32 reactions)</p> <p>Twitter user 3: Amazing what happens when our elections and its boundaries are ran by an independent organization that is free from political interference...it's far from perfect though, it leads to lots of wasted votes as we have multiple parties and need proportion representation and not FPTP (32 reactions)</p> <p>Twitter user 4: But Canada is a pretty good example on how to run a fair, tamper-proof election. An independent, non-partisan Elections Canada runs the election, not the provinces. (10 reactions)</p> <p>Twitter user 5: Because Canada doesn't gerrymander. Electoral boundaries are fair. That's how democracy is supposed to be. BTW, this is the greater Toronto area. (9 reactions)</p> <p>Twitter user 6: Proportional rep has a whole lot of issues of its own. When BC looked at that it was hugely scaring reading the fine print. FPTP has issues, but I don't think proportional rep is the way to go. Maybe ranked ballots? (2 reactions)</p> <p>Twitter user 7: Constitution here allows up to 20% variation or so from prov average, except some far and sparsely populated places and PEI and territories guaranteed 4 and 1 seat each respectively. It was challenged in court long ago. Most seats are plus or minus 5-10% but rural seats smaller (1 reaction)</p> <p>Twitter user 8: Yes and no, there's sly ways to affect things. Example: Elections Canada requested additional funding last year anticipating difficulties a potential pandemic election could cause. They were ignored and we had significantly fewer polling stations, mostly in marginalized areas. (No reaction)</p> <p>Twitter user 9: Elections Canada doesn't even draw the riding boundaries (No reaction)</p>	
1	Fewer than 500, Twitter	Twitter user	<p>How about we let our neutral Elections Canada decide these things? We don't want gerrymandering. If Quebec loses a seat, they lose a seat.</p> <p>*Replying to Althia Raj: News in a column. @JustinTrudeau strongly supported @AmbStephaneDion's plan to cap the House of Commons. What do you think of this idea?</p>	Nov. 17

<p>🔄 EC is incompetent / corrupt</p> <p><i>Articles les plus partagés; nombre de partages / Most-shared articles; number of shares</i></p> <ul style="list-style-type: none"> N/A

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Faits saillants sur les médias sociaux / Social media highlights

Following news that the current Commissioner of Canada Elections 10-year term will end in June 2022 and that the LPC allegedly led a “divisive” campaign against the unvaccinated Canadians, some users took it to comment sections to criticize EC’s work, claiming EC is “useless” and questioning its neutrality, claiming EC is on the LPC’s “payroll”. Users questioning the results of GE44 were often critical of Canadian democracy as a whole and suggested democratic elections were being rigged. Less directly, some users claimed the current system was the “worst” without directly mentioning EC. Reactions to the CCE retirement also brought confusion about EC and CCE with many people conflating the two organizations.

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
207	255K, Twitter	Rebel News , News outlet	<p>It would appear that the hateful and divisive rhetoric peddled by Trudeau during the 2021 federal election was not an idle slant, but a targeted strategic decision based on polling data.</p> <p>'Psychographic' poll guided Trudeau Liberals' divisive and hateful campaign against the unvaxxed in 2021 federal election</p> <p>*Sample comments* Facebook user 1: of course , every election is rigged .that's how cockroaches get in . time to shine a light on them . (2 reactions) Twitter user 2: Has anyone checked if the counting machine were hooked to the internet? (1 reaction)</p>	Nov. 16
50	11.2K, Twitter	Twitter user	<p>I don't know why they're still calling it Elections Canada; it's really The Trudeau Re-Election Committee. I don't think there's one previously arms length institution that Trudeau hadn't corrupted.</p> <p>*Retweeting Blacklock's Reporter: Election Chief Is Out By June</p>	Nov. 13
9	850, Twitter	Twitter user	<p>It's Trudeau that influences Canadian Media... He influences The RCMP, The Courts, The Schools and Elections Canada CA too. Justin (Dirt) Trudeau Stinks</p> <p>*Replying to Twitter user: CTV News is unwatchable; it's Covid, climate change, racism, First Nations all day long. I'm not sure why they hate Canada and Canadians that much, but when Donald Trump said the media is the enemy of the people, he was spot on. Treacherous, dishonest and evil; today's MSM.</p>	Nov. 13
3	Blazingcatfur	Blazingcatfur user	<p>*Sample comments* Blog user 1: Blacklock reports that the Liberal lapdog who is head of Elections Canada will be leaving in June. He was the one punishing Rebel News for publishing a book. I</p>	Nov. 11

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			guess the Liberal cult will be busy looking for another lapdog.	
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Comptes 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
spam	62	veterans' day	11
LPC	16	EC social	11
about media	14	Facebook Face-off	10
political financing	13	masks	9
CCE	13	covid19	2
bots	10	irrelevant	1
Twitter Spat	7	election pay	1
voting	6	complaints	1
election pay	6	Health & Safety Measures	1
PM	6	Blue	1
redistribution	5		
negative	5		
electoral district	5		

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

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