

For Public Release



Rapport de repérage des médias sociaux: du 23 décembre, 2021, 12h au 6 janvier, 2022, 12h
Social Media Monitoring Report: December 23, 12pm – January 6, 2022, 12pm

Observations principales / Key observations

- Volume: **This period average: 37 posts/day**; Previous period average: 28 posts/day; Last 30 days average: 60 posts/day
- The anniversary of the protest that took place in Washington, DC, on January 6, 2021 generated several discussions online. Some reactions in Canada included calls for electoral reform, and some present favourable comparisons highlighting Canada's electoral system and EC's independence.
- In the Canadian context, reflecting on GE44, discussions about electoral reform were popular and are not linked to media coverage; the discussion is mostly favourable and about voting age, redistribution, and the first-past-the-post system.
- Some social media users suggested that because EC was able to mail out voter information cards, government institutions should be able to mail rapid tests to Canadians to help address the most recent wave of COVID-19.

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

- → [Discussions on reforms to the CEA](#)
- [NEW EC's mandate and enforcement of the CEA](#)

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

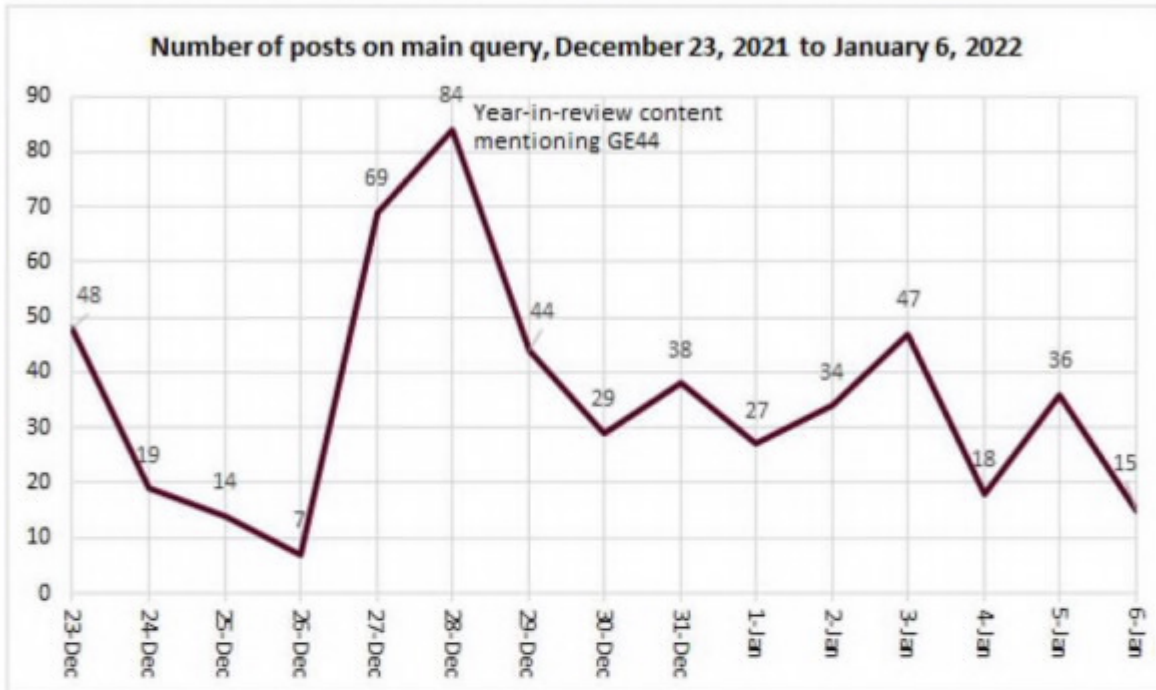
Narrative	Dec. 23 – Jan. 6*	December 16 – 23	December 9 – 16	December 2 – 9	Nov. 25 – Dec. 2
Vote by mail	10	11	12	4	1
Machine voting	10	7	10	7	10
Rigged / fraudulent elections	29	9	24	12	2
EC is corrupt / partisan / incompetent	27	20	33	25	12
Electoral reform	21	19	20	13	12
Voter ID	9	4	7	8	7

These are approximations based on keyword mentions in collated content

*New year reporting period covers two weeks of content

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
(8/380) EC is corrupt (5/380) Redistribution (3/380) Election pay	(0/380) Discussions on reforms to the CEA (0/380) EC's mandate and enforcement of the CEA

For Public Release


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

Éléments sous observation / On the radar
January 6 Capitol uprising anniversary raises concerns about democracy, comparisons to Canada's election system

This week, several media outlets (National Post, Globe and Mail, Global) published opinion pieces and articles discussing the events of January 6, 2021 in Washington, DC, and possible repercussions for Canada. Most of these pieces cited flaws in the American electoral system as one of the main causes for the uprising, and drew comparisons between that system and the Canadian system. Although EC was not cited directly, articles pointed to polls that show that Canadians have significantly higher levels of trust in their government and electoral institutions.

→ Discussions on reforms to the CEA
Articles les plus partagés; nombre de partages / Most-shared articles; number of shares

- N/A

Faits saillants sur les médias sociaux / Social media highlights

Discussions about reforms to the CEA have remained a popular topic over the past two weeks on social media, despite the lack of coverage from the traditional media. Since GE44, this topic has mostly been driven by comments and reactions to articles, but this reporting period saw several high engagement conversations emerge organically, suggesting the topic is of interest to users. When a mayoral candidate expressed his wish to see more people from diverse backgrounds get involved in politics, social media users were quick to propose electoral reform as the solution. One user commented "Looking at the evidence, it's pretty clear that

For Public Release



Proportional Representation is the way to accomplish this" and another claimed Australia's legislature has "a majority of women representatives" and credited it to ranked ballots.

In a TikTok video posted to her official page, Senator Kim Pate suggested lowering the voting age to 16, pointing to political involvement and activism done by teens. The comments were very positive, with users citing their own interest in elections at that age, and one user claiming "If we can trust 16 year-olds to drive, there is no reason why they can't vote."

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
3K	11.1K, Twitter	Kate Graham , Municipal candidate	<p>We need more moms in politics. We need more frontline workers in politics. We need more people who know what it's like to live in poverty in politics. Who we elect matters. Their perspectives -> their priorities & decisions.</p> <p>*Sample comments* Twitter user 1: Nice in theory but in practice, anyone actively on Disability (in deep poverty) is essentially barred from running. The attached LPC rule, is in addition to the Elections Can requirement of having an accountant (which PWD on SA can't afford) (and likely more issues unknown to me) (10 reactions) Reply 1 (comment author): I would. In a heart beat. If I didn't have to think about all the technical details, the financial advisors, the infinity sized rule book each party seems to have.. If I could just run, based on what I believe in without the 3000 rules of elections canada + any party, i'd do it (No reaction) Twitter user 2: I'm not sure of their status as moms, but Tasmania, the Australian Capital Territory and the Oz Senate all have a majority of women representatives. All three legislatures are elected by @PR_STV aka #RankedChoiceVoting in 5-member and 6-member districts. (6 reactions) Twitter user 3: Looking at the evidence, it's pretty clear that #ProportionalRepresentation is the way to accomplish this. (4 r.) Twitter user 4: Step #1: Electoral reform. Ranked ballot or proportional rep or hybrid. (2 reactions) Twitter user 5: We will not elect better representatives using the same electoral system we had for 150 If we want better elected representatives change the electoral system. #ProportionalRepresentation in MultiMember Districts. Empower voters. (No reaction)</p>	Jan. 2
4.7K views, 802 engagements	90.8K, TikTok	Senator Kim Pate , Senator	Voting age? #cdnpoli #canadianpolitics #cdnpolitics #canada #politicaltiktok #vote #voting	

For Public Release



			<p>*Captions* When are you old enough to vote? Many, including Senator Marilou McPhedran think 16 is the right answer. Young people are becoming more and more politically active and engaged. Amazing Indigenous activists like young Autumn Peltier are leading the global movement for climate action. 16 year olds can drive and be held criminally responsible, why can't they vote?</p> <p>*Sample comments* TikTok user 1: I think it should be lowered to 16 and a better civics program should be implemented across the country. (37 reactions) TikTok user 2: Do you think the voting age should be 16? (25 r.) Reply 1: I absolutely do. My kids are 15&17 and he was very put out he didn't get to vote this last election. (2 reactions) TikTok user 3: If we can trust 16 year olds to drive, there is no reason why they can't vote. As a youth, I've been involved in the past three elections, (1/2) (14 reactions) Reply 1: I think I was 9. I was involved with campaigning. (1 r.) Reply 2: Yep I think sixteen is a fair age to vote and it would really change how the vote goes I believe (1 reaction) Reply 3: And I am only 15. I believe it is time to get our youth engaged. I can't wait until I can legally vote next election! (2/2) (0) TikTok user 4: 16 makes sense, I think it would be important to include a political course for hs students though to replace or include in civics/careers (ontario) ! (8 reactions) TikTok user 5: If people over 70 can vote, 16 yr olds should vote. (9 r) TikTok user 6: the youth can enrich the democratic process by providing a lens or an angle on an issue that may be overlooked (10 r) TikTok user 7: I think politics needs to be taught in school in an unbiased way as well. Young voters should be well informed. I believe it would result in a (5 reactions) Reply 1: Better turnout among young voters. I think many people don't vote because they are uninformed. (No reaction) TikTok user 8: You know 16 is too young for many reasons but you need naive people to vote for Trudeau. Sad. (5 reactions) TikTok user 9: In Ontario its high school civics course is only half a school year. I knew many 16 year olds who were engaged & could vote. (3 reactions)</p>
--	--	--	---

For Public Release



			TikTok user 10: Most 18 year olds don't even vote. I don't think most 16 year olds would even bother (3 reactions)	
454	351.2K, Facebook	Canada Proud , Non profit organization	<p>While Quebec's government is whining about the prospect of losing one seat, Alberta and BC have been thoroughly underrepresented in the House of Commons for decades. Do you think it's about time we redistribute some seats out west?</p> <p>*Sample comments* Facebook user 1: All provinces need equal representation regardless of population size. We are a large country and we all deserve a say. (62 r.) Facebook user 2: Take seats out of Toronto. (14 reactions) Facebook user 3: Proportional representation is the only way to ensure proper representational equity (9 reactions) Facebook user 4: They need to take some seats from Toronto. 1 city should NOT determine a federal or Provincial election (9 reactions) Facebook user 5: All provinces should have an equal number of seats and and real democracy (9 reactions) Facebook user 6: The whole system needs to be changed (7 r.) Facebook user 7: I do believe it goes by population and if they don't then how else can they attain more seats? (4 reactions) Facebook user 8: They won't change the rules because it doesn't benefit them. The whole voting system is rigged for the East to win the most seats. (4 reactions)</p>	Jan. 5

NEW EC's mandate and enforcement of the CEA

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

- N/A

Faits saillants sur les médias sociaux / Social media highlights

Reflecting on 2021 and on GE44, an interesting interpretation of the success of GE44 despite the pandemic was the emergence of the narrative that if EC was able to mail out VICs in GE44, governments should be able to mail out rapid tests to Canadians to help address the current explosion of COVID-19 Omicron variant cases.

EC's mandate was also at the heart of discussions about the January 6 storming of the U.S. Capitol and GE44, social media users compared the electoral systems of Canada and the U.S. and overwhelmingly supported EC. Many news outlets and commentators also highlighted fears for the future of western democracy, though there was general agreement that the situation is better in Canada due to the presence and role of Elections Canada. Despite examples of imperfect adherence to the CEA in Canadian elections in the past, there was a general sense that Canadian democracy is in better shape.

For Public Release



<i>Publications reliées au sujet / Related posts</i>				
Engagement	Followers, platform	Account	Post	Date
2.8K	1.2M, Twitter	CTV News , News outlet	<p>BREAKING: PM Trudeau says 140 million rapid tests to be sent to provinces and territories in January 140M rapid tests, enough pediatric COVID-19 doses for all second shots coming this month: Feds</p> <p>*Sample comments* Twitter user 1: Can you send them direct to citizens as some Provincial governments are just selling them for profit. (618 r.) Reply 1: Use the last Election Canada roll and mail them directly. (42 reactions) Twitter user 2: Send them through the mail to all the homes! (44 r.) Reply 1: Exactly!! They can send election cards but not this?? (10 r.) Twitter user 3: just a though instead of wasting \$ millions on a fall election maybe that money should of been spent on preparing for a winter wave of covid instead . we were left unprepared by a leader only worried about his own re election (7 reactions) Twitter user 4: Please send them directly, using CRA and/ or Elections Canada database. In Ontario, #FraudFord will give or sell them to Shoppers (1 reaction) Twitter user 5: Those rapid tests should be sent directly to every adult not the incompetent run provinces. Elections Canada have all our addresses. Get real with our tax dollars! (No reaction)</p>	Jan. 5
1K	167K, r/CanadaPolitics	Reddit user, 15.5K karma	<p>We're witnessing the continuing cultural divergence of Canada and the United States</p> <p>*Sample comments* Reddit user 1: [...] Like how many times have Conservatives been fined for electoral fraud? I mean the 2011 robocall scandal, the Brad Butt lie, the use of taxpayer money for partisan advertisement, the undercover sting operations, Harper's own secretary going to jail for election spending violations, the resignation of Peter Penashue over spending violations, the use of interns to disrupt Trudeau's speech, the attempted use of gag order at campaign stops, ignoring their own fixed election date, the in and out scandal, the attempt to strip elections Canada of power, the</p>	Jan. 2

For Public Release



			<p>smear campaign against the head of elections Canada, the attempt to rewrite copyright law so they could have free use to any media source to use in campaign ads etc. And that's just the Harper government. [...] (30 reactions)</p> <p>Reddit user 2: We have a ton of business, family, and cultural connections to the US. There's also the threat of a good example. Like you look at all the election fuckery there is versus how Elections Canada operates. Ditto health care. I think only an inferiority complex would lead us to conclude that nothing we do here has influence there. (8 reactions)</p> <p>Reddit user 3: This is just nonsense. Do we have free and fair elections? yes 100%. Trudeau won fair and square, now 3 times over the CPC, taking the plurality of votes in 7/10 provinces and all the major cities. Does the CBC criticize the LPC? Yes all the time. Look at the history of our elections. The corporate media is overwhelmingly conservative. We can have conservative media ruling the land, but OMG, just the threat the CBC might say something is just too much eh? Conservatives repeat this talking point because it's the only media that's not totally subservient to them. What foreign interference? Like you saying Harper should have won but some foreigners blocked him?... (2 reactions)</p>	
204	The Globe and Mail reader comments section	The Globe and Mail , News outlet	<p>Chaos is coming to the U.S. What will Canada become?</p> <p>*Sample comments*</p> <p>TGM reader 1: The threats to democracy exist in Canada today that are just as worrisome but instead of attacking the election infrastructure the bad actors attack free speech and seek to stifle debate on any number of topics from immigration, to aboriginal rights to education. A tenured professor was recently fired in NB for saying things that upset the woke crowd. If academic tenure is no longer a protection against the woke totalitarians then this country is truly lost. (12 reactions)</p> <p>TGM reader 2: Canada can give the Americans some lessons on how to pretend to be a democracy. PEI has 4 MPs for 157,000 people. Lethbridge federal riding - one MP - 117,000 and growing people. How do Canadians sleep at night knowing we have such a lopsided political system? ... We can all poke fun at the Americans over the fence while Canadian democracy slips away. (5 reactions)</p> <p>TGM reader 3: Canada has a democracy or a future? (5 reactions)</p>	Jan. 5

For Public Release



			Reply 1: There aren't any elections? Somehow I missed that. (1 r.)	
11	Fewer than 500, Twitter	Twitter user	The fact that Elections Canada exists, and that they are an explicitly nonpartisan organization in charge of running our elections is something I don't think enough Canadians appreciate. *Replying to Twitter user: Maps illustrate Republican gerrymandering prior to next election	Dec. 27

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		TAG	
spam	207	EC social	74
bots	142	holiday	73
holiday	21	negative	11
EC social	21	election pay	3
negative	13	Referral to PIL	3
corrupt/rigged	8	Met - Green	3
PM	8	Green	3
partisan	7	us election	2
covid19	7	recruitment	2
us election	6	partisan	2
positive	6	irrelevant	2
political parties	6	corporate/mandate	2
Vote by mail	6	Met - Amber	2

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

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