



**Rapport de repérage des médias sociaux: du 31 août 17h au 1 septembre 17h 2021**  
**Social Media Monitoring Report: August 31, 5pm – September 1, 5pm, 2021**

**Observations principales / Key observations**

- Volume: **Last 24h: 901; Previous 7 days average: 1.16K posts/day; Previous 30 days average: 1.29K posts/day; pre-campaign average: 100 posts/day**
- The same topics and narratives from the last few days are persisting; the most notable elements are vote by mail - including comparisons to the U.S. - and concerns about masks and vaccination in polling places. The petition to restore campus voting continues to be shared but the topic is losing momentum for now.
- Main news elements likely to drive the election conversation are Ontario's introduction of vaccine passports and blaming the delay for a national solution on an "unnecessary election," as well as the decision by the CCE to dismiss a CPC complaint about an edited video posted to Twitter.

**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**

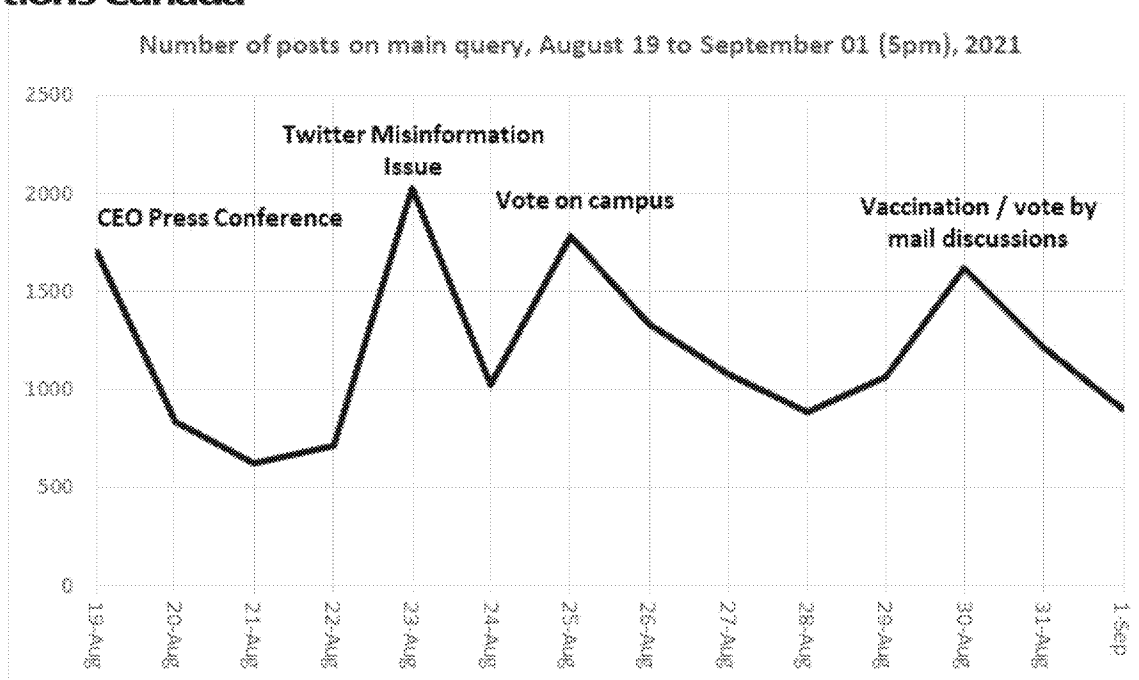
**Nombre de mentions - Trames narratives principales / Number of mentions - Leading narratives**

| Narrative                              | August 31<br>(5pm) –<br>September<br>1 (5pm) | August 30<br>(5pm) –<br>August 31<br>(5pm) | August 29<br>(5pm) –<br>August 30<br>(5pm) | August 28<br>(5pm) –<br>August 29<br>(5pm) | August 27<br>(5pm) –<br>August 28<br>(5pm) |
|--|--|--|--|--|--|
| <b>Vote by mail</b>                    | 69   | 145  | 97   | 67   | 42   |
| <b>Dominion/machine voting</b>         | 14   | 39   | 38   | 26   | 8  |
| <b>Voter ID/identification</b>         | 11   | 10   | 8  | 10   | 7  |
| <b>Rigged/fraudulent elections</b>     | 14   | 31   | 32   | 18   | 21   |
| <b>EC corrupt/partisan/incompetent</b> | 19   | 66   | 59   | 29   | 22   |
| <b>Voting with pencils</b>             | 4  | 1  | 1  | 1  | 2  |
| <b>Masks in polling places</b>         | 13   | 15   | 13   | 4  | 2  |
| <b>Vaccine requirements</b>            | 11   | 19   | 15   | 14   | 10   |

These are approximations based on keyword mentions in collated content

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

| <b>Sur nos comptes officiels / On our official accounts</b>   |   |
|---|---|
| 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   |
| <b>(267/2397) Vote by Mail</b><br><b>(71/2397) Vaccines/Vaccine Passports</b><br><b>(47/2397) Voter Information Cards</b> | <b>(300/2397) Vote by mail, pandemic/lockdowns as an election tactic, and machine voting</b><br><b>(40/2397) Elections during a pandemic - voting in person</b> |



### Éléments sous observation / On the radar

#### Elections Commissioner rules Twitter video did not represent an offence

On September 1<sup>st</sup> the OCCE dismissed a complaint filed by the CPC arguing that a Liberal MP had posted an edited video on Twitter that they believe constituted misinformation (Twitter labelled the video as having been manipulated). The Commissioner determined that "no offence has been committed under the act" by posting the video. While the news is still recent, it is expected that negative reactions will come and might include conflating the roles of EC and the OCCE, or claiming that EC/OCCE are partisan in favour of the PLC. Given the OCCE ruling, a number of social media users have accused Twitter of foreign interference for tagging the video.

#### → Vote by mail, pandemic/lockdowns as an election tactic, and machine voting

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

- *Elections Canada is expecting a flood of mail-in ballots. So far that hasn't happened* – (Total shares: 36 / Total engagement: 464)
- *Anticipated flood of mail-in ballots during pandemic hasn't materialized so far* – (Total shares: 11 / Total engagement: 262)
- *This Toronto senior hoped to vote in the federal election by mail. She was 'shocked' to learn she had to apply to do so* (Total shares: 25 / Total engagement: 101)

##### Faits saillants sur les médias sociaux / Social media highlights

The familiar narrative that Elections Canada is going to 'rig the election' with machines and mail-in ballots because EC is partisan or corrupt continues unabated. On one end, this narrative continues to find fertile ground with people who think that the pandemic is a hoax and that lockdowns and vaccine passports are designed to control society (including to establish globalism in 'the great reset' and 'push people to mail-in-ballots' so that 'the cabal' can solidify their power. Despite the extreme origins of this narrative, it has been repeated enough on social media that some people are questioning aspects of the pandemic election. On the other side of the spectrum, some Canadians are choosing to vote by mail because they fear the chaos of the 2020 U.S. election, the spread of the Delta variant, and trust EC enough to run the process. We continue to see misinterpretations from social media users who believe that any ballots received in Ottawa after election day will still be counted.



| Publications reliées au sujet / Related posts |                     |                                    |   |         |
|---|---------------------|------------------------------------|---|---------|
| Engagement                                    | Followers, platform | Account                            | Post  | Date    |
| 1.2K  | 60.8K, Twitter      | Travis Dhanraj, Reporter, CBC News | <p>This man told me he believes if Trudeau wins— #Elxn44 was stolen, if another candidate does maybe not</p> <p><b>*Description of video:</b> Individual claims that a forensic audit will be needed following the election to determine the validity of election results. The individual claims that corruption will occur because Canada uses “the same bullshit voting system as the States”.</p> <p><b>*Sample comments*</b></p> <p><b>Twitter user 1:</b> He should probably know we don't use voting machines in a federal election. He's obviously never voted before &amp; picked up his paper ballot after verification, gone into the little booth, picked up a pencil, marked, fine back to officials and watch them securely place it away. <b>(61 r.)</b></p> <p><b>Twitter user 2:</b> Ummm. Is this guy even Canadian? How does he not know we use handmarked paper ballots. I won't say anything more because I'm trying my best to be nice today. <b>(20 reactions)</b></p> <p><b>Twitter user 3:</b> "I'm pretty sure we have the same voting system here as they do down there" - There are so many things wrong with that phrase its clear he's just parroting far right talking points and knows nothing about our system. <b>(11 reactions)</b></p> <p><b>Twitter user 4:</b> First off we do NOT use voting machines like the USA. In Canada we use a little and paper ballot. You ever voted????? There will be NO audit. <b>(1 reaction)</b></p> <p><b>Twitter user 5:</b> Tough to fix 338 elections. This is branchplant paranoia. <b>(1 r.)</b></p> | Aug. 31 |
| 13,849 views<br>819 engagements               | 2.7M, YouTube       | Global News, News outlet           | <p>Canada election: Liberals, Conservatives and NDP ramp up campaign promises as race tightens</p> <p><b>*Sample comments*</b></p> <p><b>YouTube user 1:</b> Trudeau will get his majority with the 5,000,000 fake mail-in ballots he had prepared <b>(13 reactions)</b></p> <p><b>Reply 1:</b> I don't know. We'd have to ask the head of Elections Canada that Trudeau installed. But I doubt we'd get a straight answer, just going off Trudeau's Question Period behaviour. <b>(No reaction)</b></p> <p><b>YouTube user 2:</b> Wonder if our election will be stolen like it was in the US. mail in ballots are a joke <b>(8 reactions)</b></p> <p><b>YouTube user 3:</b> O'Toole and Singh are pro vax passports too <b>(6 reactions)</b></p> <p><b>Reply 1:</b> Vax passport becomes effective in September before the election starts on 20th! <b>(1 reaction)</b></p> <p><b>YouTube user 4:</b> Why vote? Their all criminals. Seriously- do you think your vote counts- NOT!!!! <b>(No reaction)</b></p>   | Aug. 31 |
| 231   | 2.4M, Facebook      | Global News, News outlet           | <p>Elections Canada has issued 298,040 special ballot kits to date - far short of the two-to-five million it's expecting.</p> <p>Elections Canada is expecting a flood of mail-in ballots. So far that hasn't happened</p>  | Sept. 1 |



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|  |  |  | <p><b>*Sample comments*</b></p> <p><b>Facebook user 1:</b> I trust this system as much as I trust sending myself a \$1000.00 Cash in the mail!!! can not tell you how many times other people's mail has ended up in our mail box!!As well as other times we did not get what we were expecting!Right now, somehow, there is someone's return label stuck on the outside of the mailboxes! Then... There is mail in Ballot Fiasco that happened in the USA!!It was on camera, where People were being Intimidated, Bribed, other people filling out Ballots that weren't there's Etc.And then there is the Counting of Ballots!.. <b>(14 r.)</b></p> <p><b>Reply 1:</b> except all those investigations found no fraud. It was created to throw doubt on the system. I have lots of faith the system has ensured mail in is just as valid as voting in person. It's also convenient and easy. Why be a sheep and go on one day? <b>(No reaction)</b></p> <p><b>Facebook user 2:</b> Please go to the polls. You're safe there as well as in stores, only better, plus there's advance polling going on - even today in places. The mail-in takes forever just to arrive, and there'll be tons of recounts. The Liberals are hoping for mail-ins, but DON'T. GO TO POLLS. Vote <b>(13 r.)</b></p> <p><b>Facebook user 3:</b> Like Erin and Pierre say: Vote early, vote often <b>(8 r.)</b></p> <p><b>Reply 1:</b> Robin Brentnall and Anyone else thinking of doing this!!!DON'T Vote Often!! It can cost you thousands of dollars!!Vote Once, in Person,if you get a feeling they are an unorganized mess, go to a different Poll Station and cast your vote there <b>(No reaction)</b></p> <p><b>Reply 2:</b> nobody can vote often you only just vote once all polls <b>(7 r.)</b></p> <p><b>Facebook user 4:</b> Don't worry the ballots will show up on Election Day, just like Joe's did. <b>(6 reactions)</b></p> <p><b>Facebook user 5:</b> We are not mailing in votes it's illegal because they cheat like they did in the USA .I don't trust the liberals lying all the time .Trump won a landslide in the USA and they switched it after midnight with dead people names and illegals by thousands of votes for joe Biden I seen it for myself <b>(4 reactions)</b></p> <p><b>Facebook user 6:</b> You need ID to eat at a restaurant No ID needed to vote via mail... Make Sense?Like Seriously !!!Wake Up <b>(4 reactions)</b></p> <p><b>Facebook user 7:</b> to save the time going in, can I rescind my vote through the mail as well or must I do that in person? <b>(3 reactions)</b></p> <p><b>Facebook user 8:</b> Lol this is a joke less then 3 weeks left and we all know the mail system and the government ... jt must love this he knows it will never reach in time. You can vote today in person if u want to, don't wait. find your returning office in your area take your id and go now <b>(No r.)</b></p> <p><b>Facebook user 9:</b> Imagine. Millions of Canadians want mail in ballots but whoops not enough ballots. Accident or design? <b>(No reaction)</b></p> <p><b>Facebook user 10:</b> Will there be cards being mailed out? YOU CAN FIND YOUR POLL NO&gt; ON LINE but you do not know if your name on the list. How many people will go to wrong poll or not find their poll no.How many will not have their name on the list. People can vote with only others vouching for them. Do not all have to have IDS and addresses, The mail in 5 MILLION ???????? how will those play in?Will dead people be voting? <b>(No reaction)</b></p> <p><b>Reply 1:</b> I think people can vouch for people to vote for those who have no ID, but you need a passport to go to a movie or eat in a restaurant. <b>(No reaction)</b></p> |  |
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|----|-------------------|-----------------|--|------------|
| 60 | 13.3K,<br>Twitter | Twitter<br>user | <p>Time for some positive political news 1) All indications are that there will be a huge spike in the use of mail-in ballots for federal election. And it is not controversial nor is it partisan. 2) Nobody is predicting election fraud. Illustrates high trust in Elections Canada.</p> <p><b>*Sample comments*</b><br/> <b>Twitter user 1:</b> Unfortunately, the PPC / anti-vaxx types ARE predicting election fraud. <b>(1 reaction)</b><br/> <b>Twitter user 2:</b> Canada is great we have our problems but elections are not one of them #freeandfair <b>(No reaction)</b><br/> <b>Twitter user 3:</b> Most people will miss the application deadline, not a lot of folks know about it is my guess <b>(No reaction)</b></p> | Aug.<br>31 |
| 49 | 3.4K,<br>Twitter  | Twitter<br>user | <p>Le vote par correspondance s'annonce pour être une belle crosse. Ils vont avoir sept jours après le jour de l'élection pour compter les votes. Le vote par correspondance devrait être interdit.</p> <p><b>*Sample comments*</b><br/> <b>Twitter user 1:</b> lolll c'est clair qu'on va se faire enfler solide ... <b>(No r.)</b><br/> <b>Twitter user 2:</b> Fraude à l'américaine ! <b>(No reaction)</b></p>  | Aug.<br>31 |

#### → Elections during a pandemic – voting in person

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

- *Would-be poll worker quits federal election gig after learning double vaccines not required – (Total shares: 49 / Total engagement: 387)*

##### **Faits saillants sur les médias sociaux / Social media highlights**

The frequently reshared warning for Canadians in BC to vote in person before the September 13 vaccine pass system is implemented continues to spread on social media. Even if people are suspicious of the rumour that they won't be able to vote in person after the 13<sup>th</sup>, they still share the message online in comments sections out of an abundance of caution and tell unvaccinated people to vote early 'just to be sure.'

##### **Publications reliées au sujet / Related posts**

| Engage<br>ment | Followers,<br>platform | Account         | Post   | Date       |
|----------------|------------------------|-----------------|--|------------|
| 624            | 8.4K,<br>Twitter       | Twitter<br>user | <p>Are they really gonna make it so unvaccinated can't vote in person?</p> <p><b>*Sample comments*</b><br/> <b>Twitter user 1:</b> Nope I called election Canada yesterday Had him repeat it back to me 2 times And he went to his boss to verify They CAN NOT stop you from voting anywhere in Canada vaxed or no vax <b>(297 reactions)</b><br/> <b>Twitter user 2:</b> I believe this has been debunked. You don't even ha e to wear a mask unless mandated in your area and exemptions will be honored and you don't have to give a reason. Election Canda workers are not allowed to ask anything about your personal health info <b>(46 reactions)</b><br/> <b>Twitter user 3:</b> Vote EARLY. Avoid mail-in if at ALL possible. <b>(41 reactions)</b></p> | Aug.<br>31 |



|    |                         |                         |  |         |
|----|-------------------------|-------------------------|--|---------|
|    |                         |                         | <p><b>Twitter user 4:</b> As it stands you can check elections Canada website it says masks are required and they are allowing exemptions. Nothing about vax pass... yet <b>(31 reactions)</b></p> <p><b>Twitter user 5:</b> No, I've seen confirmation from elections Canada that any status can come vote. BRING A PEN, they are handing out single use PENCILS <b>(22 reactions)</b></p> <p><b>Twitter user 6:</b> Volunteers working the election don't hv to be vaccinated.<b>(14)</b></p> <p><b>Twitter user 7:</b> They probably won't let us vote at all, period. Probably gonna mandate we wear a yellow felt geometric shape sewn onto our clothing. Maybe tattoo an identifying mark of some sort onto the inside of our forearm. <b>(14 reactions)</b></p> <p><b>Twitter user 8:</b> Early vote now if you know who you are voting for. <b>(12 r.)</b><br/> <b>Reply 1:</b> Ok this is a stupid question... but how would one early vote? I am unvaxed and I don't trust the mail in crap <b>(4 reactions)</b></p> <p><b>Twitter user 9:</b> I have a bad feeling that this is exactly what they'll do. <b>(8 r.)</b></p> <p><b>Twitter user 10:</b> I'd believe that. Maybe vaxed people get extra vote too <b>(8)</b></p> <p><b>Twitter user 11:</b> Don't worry. Dominion Voting Systems does all the voting now. No citizens required. <b>(8 reactions)</b></p> <p><b>Twitter user 12:</b> Thats why im voting on the 10th. Before anything happens<b>(6)</b></p> <p><b>Twitter user 13:</b> In BC, vote early at advanced polls before they roll out vax pass on the 13th. Just in case. <b>(4 reactions)</b></p> <p><b>Twitter user 14:</b> That would be worth storming a polling station for. <b>(No r.)</b></p> |         |
| 17 | 550, Facebook           | Lee Harding, Journalist | <p>They're aiming for September 20 to require vaccines to get in the door. Now why would they aim for election day to do that? The unvaccinated are getting relegated right out of democracy now too--while the mob cheers. I emailed them to request a delay this until Sept 21 or better yet never <i>Starting election day, Regina wants to ban the unvaccinated from city facilities</i></p> <p><b>*Sample comments*</b></p> <p><b>Facebook user 1:</b> We REALLY NEED TO LAWYER UP.. Get a good turdo hating, freedom loving lawyer that won't back down.. <b>(No reaction)</b></p> <p><b>Facebook user 2:</b> Are you kidding? They cant interfere with citizens voting <b>(No reaction)</b></p>   | Sept. 1 |
| 15 | Fewer than 500, Twitter | Twitter user            | <p>My wife just texted me. Her neighbor at work just told her this. Have you heard any info on this? To me, this is a violation of so many human rights. We are in the Niagara region, and if this is true, hopefully lights a fire under people's asses.</p> <p>Hey Carolyn<br/> It's Nancy<br/> You need to prevote by September 10/11/12<br/> On September 13th if you're NOT DOUBLE VAXXED you will not be allowed in the doors to vote</p>  | Sept. 1 |



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|--|--|--|--|--|
|  |  |  | <p><b>*Sample comments*</b></p> <p><b>Twitter user 1:</b> Elections Canada officially says you do not need to be vaxxed in order to vote. But that is not technically the same as being allowed into the public buildings. They could, last minute, say the unvaxxed have to vote at special rare locations. These scumbags might try it <b>(4 reactions)</b></p> <p><b>Reply 1:</b> It's just "fortifying" the election <b>(3 reactions)</b></p> <p><b>Twitter user 2:</b> I heard this too <b>(3 reactions)</b></p> <p><b>Twitter user 3:</b> Elections Canada has already released a statement saying proof of jab will not be required nor will anyone be asked to show proof of medical exemption. Whether they stick to it is another story <b>(2 reactions)</b></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 |
| Vote by mail           | 229      | Vote by mail             | 38       |
| Twitter Spat           | 156      | SVR                      | 34       |
| Green                  | 89       | Green                    | 34       |
| voting                 | 73       | ways to vote             | 29       |
| Met - Green            | 64       | Met - Green              | 27       |
| LPC                    | 59       | Facebook Face-off        | 17       |
| fraud                  | 55       | thank you                | 12       |
| PM                     | 50       | registration             | 11       |
| Vaccines               | 48       | promo-positive           | 11       |
| us election            | 45       | VIC                      | 11       |
| thank you              | 37       | irrelevant               | 10       |
| campaigning/canvassing | 37       | ID                       | 10       |
| spam                   | 36       | local office             | 9        |
| VIC                    | 36       | Health & Safety Measures | 9        |
| Vote On Campus Offices | 33       | Blue                     | 9        |
| SVR                    | 33       | etxn44                   | 8        |
| Dominion voting system | 33       | covid19                  | 8        |

*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*