



Rapport de repérage des médias sociaux: du 1 septembre 17h au 2 septembre 17h 2021
Social Media Monitoring Report: September 1, 5pm – September 2, 5pm, 2021

Observations principales / Key observations

- Volume: **Last 24h: 621; Previous 7 days average: 1.11K posts/day; Previous 30 days average: 1.32K posts/day; pre-campaign average: 100 posts/day**
- Major topics continued to be the spread of the rumour that electors must be vaccinated to vote (debunked by Radio-Canada's Les Décrypteurs), people thinking vote by mail will be rigged, and reactions to the OCCE determining the Twitter video posted by an LPC candidate did not violate the CEA
- Reactions to the OCCE ruling often conflate the OCCE and EC, the main takeaways were:
 - Negative reactions that the OCCE is partisan or that the CEA needs to be amended
 - Positive reactions to the ruling
 - Reactions that accuse Twitter of foreign interference for having labelled the post as sharing "manipulated media" (some feel that the ruling indicate that label was misinformed)

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
- **NEW** Calls for or reactions to Commissioner of Canada Elections investigations

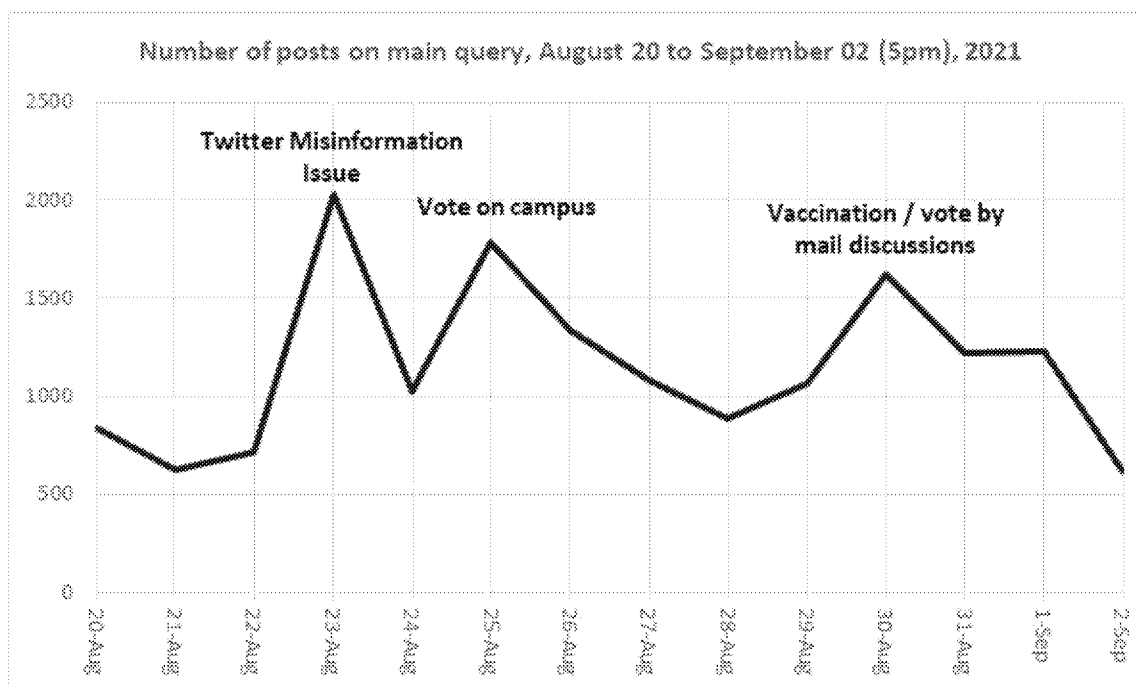
Nombre de mentions - Trames narratives principales / Number of mentions - Leading narratives

Narrative	September 1 (5pm) – September 2 (5pm)	August 31 (5pm) – September 1 (5pm)	August 30 (5pm) – August 31 (5pm)	August 29 (5pm) – August 30 (5pm)	August 28 (5pm) – August 29 (5pm)
Vote by mail	67	69	145	97	67
Dominion/machine voting	20	14	39	38	26
Voter ID/identification	17	11	10	8	10
Rigged/fraudulent elections	14	14	31	32	18
EC corrupt/partisan/incompetent	68	19	66	59	29
Voting with pencils	1	4	1	1	1
Masks in polling places	1	13	15	13	4
Vaccine requirements	19	11	19	15	14

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
(271/2506) Vote by Mail (89/2506) Vote on Campus (52/2506) List of candidates	(271/2506) Vote by mail (29/2506) Elections during a pandemic - voting in person (19/2506) Machine voting



Éléments sous observation / On the radar

Reactions to OCCE decision on MP Freeland's Twitter video

Following the OCCE's announcement that Freeland's tweet did not contravene the CEA, reactions on social media were largely negative and expressed disappointment and allegations of corruption. Often, people conflated the OCCE with EC. Outgoing MP and PROC member Peter Kent commented on the subject, claiming that the "Elections Canada CEO has ruled no offence has been committed under the act" in a tweet that asked for journalists' feedback on misinformation and had earned 229 engagements as of Thursday night.

Blogger calls EC on Facebook Live to address misinfo about needing vaccination to vote in person

On September 2nd 2021 at 11:38 AM, a Quebecois blogger with 19K followers called Elections Canada during a Facebook Live to debunk the online rumour that you need to be vaccinated in order to vote in person. The EC operator's responses were audible in the livestream and factually addressed the incorrect claims to the satisfaction of the blogger. Listeners left comments speculating that they need to vote early if other electors are not vaccinated, asking for online voting, and considering voting by mail rather than voting in person. Some comments also speculated that Elections Canada might change their mind at the last minute and require electors to be vaccinated.

→ 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

- *Canada's federal election: How does mail-in voting work?* – (Total shares: 8 / Total engagement: 102)

Faits saillants sur les médias sociaux / Social media highlights

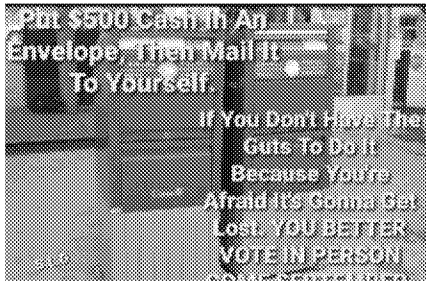
News that Elections Canada has received fewer requests for special ballots than expected has continued to fuel the discussion of vote by mail and social media users encouraging others not to use this option. Their reasoning is that either Elections Canada or Canada Post could make a mistake or deliberately tamper with the ballot. Many netizens continue to spread misinformation that vote by mail is a pretext for massive-scale fraud which will alter election



results. This line of thinking is especially strong with social media users who give credence to “the big lie” theory that the 2020 U.S. election was fraudulent.

Publications reliées au sujet / Related posts

Engage ment	Followers, platform	Account	Post	Date
2,153 views, 468 engagements	2.7M, YouTube	Global News, News outlet	<p>Canada election: Is disinformation a bigger campaign issue during the COVID-19 pandemic?</p> <p>*Description: Heading in to the election on Sept. 20, experts suggest Canada is a low-priority target for disinformation. One political expert, speaking specifically about the possibility of disinformation on COVID-19 and the vaccine, said political leaders “are pretty much on the same page” and he doesn’t expect it to play a large role in this election campaign. However, others suggest some political actors could seek to divide through disinformation campaigns targeting the crisis in Afghanistan or the residential school discoveries. Noor Ibrahim reports.</p> <p>*Sample comments*</p> <p>YouTube user 1: I see disinformation and election interference propaganda every day in our legacy media. (52 reactions)</p> <p>YouTube user 2: Hope there aren't any hockey bags full of "mail in ballots", pulled out from underneath the desk at 3am like in the US. (35 reactions)</p> <p>Reply 1: That would be devastating for Canada and the democratic world. Two stolen elections in just a year. (3 reactions)</p> <p>YouTube user 3: Except for the crooked Dominion voting machines ! And now the liberals made up special mail in ballots ! Ya ok gottcha ! (10 r.)</p> <p>YouTube user 4: I'm voting by mail so when I get my ballot im gonna photocopy it 20 million times. We're gonna have lotsa fun and my printer is a real nice Epson. (6 reactions)</p> <p>YouTube user 5: Elections Canada should have had early voting for mail in, it's very unprofessional that they expect it to be delayed but I mean honestly the liberals were planning an election for well over a year and they act as it's a shock... (5 reactions)</p> <p>YouTube user 6: The mis/disinformation is from the national and local mainstream media. (2 reactions)</p> <p>YouTube user 7: without an informed electorate, there can be no democracy. (1 reaction)</p>	Sept. 1
389	34.5K, Twitter	Twitter user	<p>Elections Canada expected up to 5 million mail in ballot requests. They've only gotten 324k so far and mail in requests end 6PM on Sept 14.</p> <p>*Sample comments*</p> <p>Twitter user 1: Poor planning... we should get rid of Elections Canada. (8 r)</p> <p>Twitter user 2: Who's tabulating the mail in ballots? (6 reactions)</p> <p>Reply 1: Elections Canada same way they do the others. (4 reactions)</p> <p>Reply 2: You sure it's not China for Elections Canada? (1 reaction)</p> <p>Twitter user 3: (1 reaction)</p>	Sept. 2

			 <p>Twitter user 3: Canada Post has a service advisories due to Covid and wildfires. Who gets to vote could end up being kind of random luck. (No r.)</p> <p>Twitter user 4: Will that get back more ballots than were sent out? (No r.)</p> <p>Twitter user 5: Good Mail-in voting should be banned (No reaction)</p>	
191	N/A, 4Chan	4Chan user	<p>https://boards.4chan.org/pol/thread/337297886#</p> <p>>constantly heckled >\$1B each province for vaxx passports >every media post he makes or that is about him has negative comments/dislikes... >brings in 400,000 immigrants/voters a year... he would never rig the election.. r-r-right</p> <p>*Sample comments*</p> <p>4chan user 1: Of course (((they))) will. Pic related (4 reactions)</p> <p>Dominion voting machines have been utilized in countries around the world, primarily in Canada and the United States. Dominion systems are employed in Canada's major party leadership elections, and they are also used across the nation in local and municipal elections.</p> <p><small>W https://en.m.wikipedia.org/wiki/Dominion_Voting_Systems - Wikipedia</small></p> <p>4chan user 2: Of course he's going fucking rig it, there's already mail in ballots. (2 reactions)</p> <p>4chan user 3: I am suspecting it will be rigged. The fact there are mail in ballots will more or less make it a greater possibility than in previous elections. I could see it being rigged and then the emergency act being implemented when Canadians lash out at being defrauded of our democratic rights. The only plus side to him being re-elected is that it will be the catalyst in Western Canada finally telling the rest of the country "farewell" and seceding. (2 reactions)</p> <p>4chan user 4: >he would never rig the election. 2020 U.S. showed they can get away with it. (No reaction)</p> <p>4chan user 5: It was Trudeau who called for this election, wasn't it? He must have something up his sleeve (No reaction)</p>	Sept. 2

→ Elections during a pandemic – voting in person

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

- N/A



Faits saillants sur les médias sociaux / Social media highlights

Whether or not vaccines are required to vote in person continues to dominate the discussion on plans to vote in person and the logistics involved. Misinformation about the vaccine passport introduction in BC has spread to national-level rumors. Concerns over whether or not masks will be required is not currently top-of-mind for electors, though it continues to be a major point of contention for prospective poll workers who either will not feel safe around unmasked, unvaccinated voters, or are concerned with the working conditions surrounding having to wear a mask all day and dealing with health regulations and potentially agitated/frustrated electors.

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
11K views, 1.8K engagements	19K, Facebook	<u>Sam en direct</u> , Blogger	<p>EST-CE QUE NOUS DEVONS ÊTRE INOCULÉS POUR VOTER ?</p> <p>Je vérifie auprès d'ÉLECTIONS CANADA Au fait, je demande également comment se désinscrire de la liste électorale, c'est que quelqu'un en commentaire me demandait comment faire alors j'ai posé la question mais ce n'est pas ce que j'encourage.</p> <p>00 :00: "Elections Canada...how can I help you today?"</p> <p>00 :08: "Bonjour madame j'ai une information à faire valider par vous pour voter. J'aimerais savoir est-ce que c'est vrai que pour aller, soit par anticipation ou le jour-même, il faut être inoculé, qu'on ait reçu nos doses?"</p> <p>00 :28: "Non, c'est pas vrai ça."</p> <p>[the conversation continues, tone is pleasant and information is accurate; then the blogger changes topic to address a question from the audience on de-registering to the NROE]</p> <p>00 :53: "Est-ce que c'est possible de se faire désinscrire de la liste électorale et comment est-ce qu'on le fait?"</p> <p>01 :01: "Oui c'est possible pour aller à ton bureau local des élections...si vous me donnez votre code postal je peux voir s'il y a un bureau d'élections proche de vous. *Caller calls out postal code*..."</p> <p>*Sample comments*</p> <p>Facebook user 1: Votons par la poste. J'ai fait ma demande hier en ligne. On a jusqu'au 14 septembre 18h pour faire la demande du bulletin de vote par la poste. (10 reactions)</p> <p>Reply 1: Bein oui, bravo pour la fraude. Franchement (4 reactions)</p> <p>Facebook user 2: Si vous avez pas votre dose faut voter par anticipation y paraît (6 reactions)</p> <p>Facebook user 3: Possible qu'ils disent non pas besoin d'être vacciné mais qu'ils changent d'idée une journée avant la date des élections... (5 r.)</p> <p>Facebook user 4: Jailu ce matin qu'il faut être vacciné pour voter anticipation "une dose" et 2 Doses pour le jour même (4 reactions)</p> <p>Facebook user 5: Je ne crois pas qu'ils vont empêcher les personnes non vaccinées d'aller voter. Je suis vacciné, et je leur ne le montrerai pas. (3 r.)</p> <p>Facebook user 6: Une chance que tu enregistre comme preuve parce qu'ils changent souvent de discours les fonctionnaires responsables. (2 r.)</p>	Sept. 2



			<p>Facebook user 7: Jailu ce matin qu'il faut être vacciné pour voter anticipation "une dose" et 2 Doses pour le jour même (2 reactions)</p> <p>Facebook user 8: C'est le même processus qu USA les élections (1 r.)</p> <p>Facebook user 9: Voilà je pense que c'est voulu cette rumeur justement pour empêcher les non vaccinés d'aller voter ! (No reaction)</p> <p>Facebook user 10: Je sent qu'on va avoir d'énormes surprises dans cette élection. J'espère que nous auront des "surveillants" de tricheries prêts. (No reaction)</p> <p>Facebook user 11: Avant on recevait par le courrier où nous devions aller voter selon notre secteur.. Je n ai reçu aucune carte me disant ou et quand je dois aller voter..est ce normal ? (No reaction)</p> <p>Facebook user 12: La personne qui répond semble évasive, c'est ce que je ressent. La surprise va arriver au moment opportun pour ces crapuleux. Attendons nous à des surprises ! Ce n'est pas d'hier qu'ils changent leurs narratifs ! (No reaction)</p> <p>Facebook user 13: On peut voter en ligne non ? (No reaction)</p> <p>Facebook user 16: Annuler sont vote est une option (No reaction)</p>	
1.4K Views, 237 engagements	2.7K, TikTok	TikTok user	<p>*Description: just an advice for unvaxxed people. Go to vote before September 13th because Justin will make unvaxxed people not be able to vote. This is to force mail-in ballots. Go vote in advance polls.</p>	Sept. 1

NEW Calls for or reactions to Commissioner of Canada Elections investigations

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

- *Elections commissioner clears Freeland on tweets labelled 'manipulated media' by Twitter* – CBC **(Total shares: 49 / Total engagement: 1618)**

Faits saillants sur les médias sociaux / Social media highlights

Reactions to the news that the Office of the Commissioner of Canada Elections found the Twitter video posted by LPC candidate Chrystia Freeland did not contravene the Canada Elections Act consisted primarily of people conflating the OCCE with EC, declaring that they are partisan for 'ruling in the Liberal's favor,' or supporting the decision. There was also a continued narrative where people accused Twitter of foreign interference in Canada's election for labeling the original tweet as manipulated media.

Publications reliées au sujet / Related posts

Engagement	Followers, platform	Account	Post	Date
529	3.1M, Twitter	CBC News, News outlet	<p>Liberal candidate Chrystia Freeland was cleared of violating the Canada Elections Act in the case of tweets Twitter labelled 'manipulated media.'</p> <p><i>Elections commissioner clears Freeland on tweets labelled 'manipulated media' by Twitter</i></p> <p>*Sample comments*</p> <p>Twitter user 1: They lied and tried to trick voters. That's ok with Elections Canada. (6 reactions)</p>	Sept. 2



			<p>Twitter user 2: So elections Canada is now corrupt! Sad! (4 reactions)</p> <p>Twitter user 3: @Twitter and especially @TwitterCanada interfered with our election! Shameful. But not surprising, considering their executives are riddles with ex-CPC staffers. (3 reactions)</p> <p>Twitter user 4: Bought and paid for Branch Covidian Utrudopian Cult elections Canada !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! (2 reactions)</p> <p>Twitter user 5: Elections Canada is on the take anyway. We know the liberals cheat. They won't win without cheating. (1 reaction)</p> <p>Twitter user 6: The liberals bought Elections Canada. (1 reaction)</p> <p>Twitter user 7: Elections canada is just like the RCMP, bought and paid for by the LPC (1 reaction)</p> <p>Twitter user 8: Election Canada paid by the Trudeau Party. More corruption. (No reaction)</p> <p>Twitter user 9: She was already convicted by Twitter though. How dare "Elections Canada" try to overrule Twitter? This miscarriage of justice shall not stand! (No reaction)</p> <p>Twitter user 10: Game on then for the Conservatives. Election Canada set the bar. Anything goes. (No reaction)</p>	
241	22.1K, Twitter	Twitter user	<p>The media should give the same 3-day, wall to wall coverage to retractions as they do to manufactured "scandals" like the Twitter post by @cafreeland where the Elections Commissioner has dismissed the much-hooted claim of "manipulated media". But the media..</p> <p>*Sample comments*</p> <p>Twitter user 1: Great to know that Twitter has higher standards than our election laws. Also wonderful is the fact that there are loads of people like you who vocally support those low standards. (1 reaction)</p> <p>Twitter user 2: Yup - When I brought up the fact that Elections Canada dismissed it, people on some local Facebook groups told me to forget about it because the new cycle as moved on. (No reaction)</p>	Sept. 2
199	37.2K, Twitter	Twitter user	<p>So Twitter (who's head of policy is a former Conservative staffer) interfered in Canada's Election.</p> <p>*Retweeting CBC News: Liberal candidate Chrystia Freeland was cleared of violating the Canada Elections Act in the case of tweets Twitter labelled 'manipulated media.' <i>Elections commissioner clears Freeland on tweets labelled 'manipulated media' by Twitter</i></p>	Sept. 2
59	1.3M, Facebook	Radio-Canada Information, News outlet	<p>La vidéo tronquée publiée par Chrystia Freeland pour critiquer la vision d'Erin O'Toole en matière de santé ne contrevient pas à la loi électorale, a tranché le commissaire Yves Côté.</p> <p><i>Freeland n'a pas commis de faute avec son tweet, conclut le commissaire aux élections</i></p> <p>*Sample comments*</p> <p>Facebook user 1: Le commissaire aux élections couche dans la chambre Libérale, êtes-vous vraiment étonné de cette décision? (4 reactions)</p> <p>Facebook user 2 : Les magouilleux Libéraux réussissent toujours à s'en sortir....curieux (1 reaction)</p>	Sept. 1



			Facebook user 3 : Coudons le commissaire couche t'il avec les Libéraux (No reaction)	
--	--	--	---	--

**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	224	Vote by mail	47
Twitter Spat	173	Green	40
negative	97	Facebook Face-off	34
Vote On Campus Offices	87	Unmet - Green	19
LPC	71	Met - Green	19
PM	63	recruitment	17
voting	57	SVR	15
Green	54	VIC	13
VIC	50	us election	11
eixn44	48	ways to vote	10
candidates	45	polling locations	8
advance polls	42	PM	8
Safeguards	40	ID	8
about media	39	registration	7
us election	38	partisan	7
Vaccines	37	negative	7
Met - Green	37	local office	7
fraud	35	fraud	7
spam	32	corrupt/rigged	7
corrupt/rigged	31	candidates	7
partisan	28	Vaccines	7
CPC	27	LPC	7
ways to vote	26	thank you	6
local office	26	website	5
Pro vote in person	26	covid19	5

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