

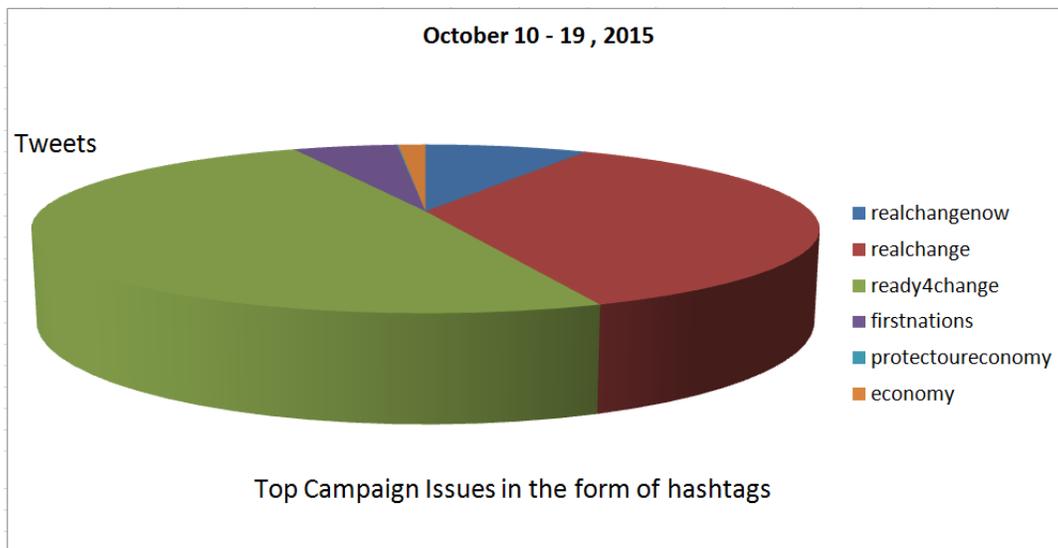
TrendifyLive Coverage, October 10- 19

Who made the top impression on twitter from the five major parties?

According to TrendifyLive, the five parties and their supporters posted about 600k tweets during the 10 days before Election Day. The party leaders, Justin Trudeau and Steven Harper were the two heavy users who generated the most mentions on Twitter. Our real-time analytics software also found that the two candidates were neck-in-neck when it comes to mentions; the numbers varied frequently between the two throughout the week until the final two days of Election Day.

They use Twitter primarily to connect and invite followers to join them but also for policy announcements, promoting their campaign platform & denouncing their opponents' shortcomings.

Although Mr. Mulcair's personal Twitter account has the least number of mentions in this election, the collection of hashtags show that the NDP had overall the most talked campaign messages in 10 days. These expressions by the candidates were #realchangenow, #realchange, #ready4change, #firstnations, #protectoureconomy, #economy.



October 10-19 Real-time Twitter trends, TrendifyLive

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Canadian Federal Election 2015

On October 10, Mr. Harper got 28% of the total mentions compared to 26% for Mr. Trudeau and Ms. May. Mr. Mulcair had 20% of the total mentions for his supporters' Twitter activities. On this day, TrendifyLive monitored about 45,000 tweets using various keywords that represented political topics in Canada. While Mr. Harper received the most mentions, half of the tweets were associated with negative sentiments. Unlike him, Twitterers were very excited for Mr. Trudeau and Ms. May in their expressions.

Here is a table showing how twitter communities expressed their support and disapproval during this election. According to TrendifyLive here are sample tweets assembled:

I voted today. I applaud @ElectionsCan_E for the better advanced polling, and looking forward to election day. #cdnpoli #elxn42
.@pmharper @JustinTrudeau @TomMulcair @ElizabethMay reject the TPP! It's bad for Canada and democracy http://t.co/QzlcUlXJ4W via @SumOfUs
Then @JustinTrudeau you might want to figure out the cause of Violence against women, yr simplistic "Music" was sad https://t.co/6dimjSa5Jm
Can we stop calling "lying" "misleading"? I know it's the polite/canadian way, but liars don't deserve the leeway. https://t.co/TNHYxmh6Yf
Truly sad the U.N. is to monitor Canadian elections. A shame we have become a banana republic under Harper http://t.co/hjM06KEeCp #cdnpoli
The pollsters are trying to manipulate us. Attempting to make us drop the #NDP.
"...A society which emphasizes uniformity is one which creates intolerance and hate." Pierre Trudeau, Oct 1971 #LPC #elxn42
Happy Thanksgiving. Be thankful for what we have in this beautiful country. Please vote wisely. #canpoli #elxn42
Long-form census: why did #Harper kill it? Cuz lack of science evidence=room for #CPC "make-sh*t-up" #DumpHarper #BlueJays #Leafs #CPC
Call the niqab issue what it is — a shameless play for the bigot vote http://t.co/F6A25wRAZv #elxn42 #cdnpoli http://t.co/af3nPhA3mb
#elxn42 #cdnpoli Mr Harper has partnered with Crack Smoking Rob Ford to troll for your votes This is tough on crime Harper .. Punish Harper
.@bananahamock747 @chevymo @pmharper @JustinTrudeau @MfFahmy People aren't very bright if they don't realize what journalists like Fahmy did
Harper is trying to scare seniors with misleading ads about the #LPC plan. Does Hazel McCallion look scared to you? https://t.co/HvjUqQGAHB
63.72% of First Nations experienced water problems AND that should be an #elxn42 issue. #cdnpoli #water https://t.co/11FQZCu6FP
@JustinTrudeau congrats, take the night, enjoy it, I'm proud to call you my Prime Minister...lets get started in the AM, country needs repairs
What A Time To Be Alive! @Drake @BlueJays @JustinTrudeau
Well done, Canada! Congratulations! Your moral compass has now been reset!
Wish I could say the same for your neighbor. — Rob Schneider@RobSchneider, October 19, 2015

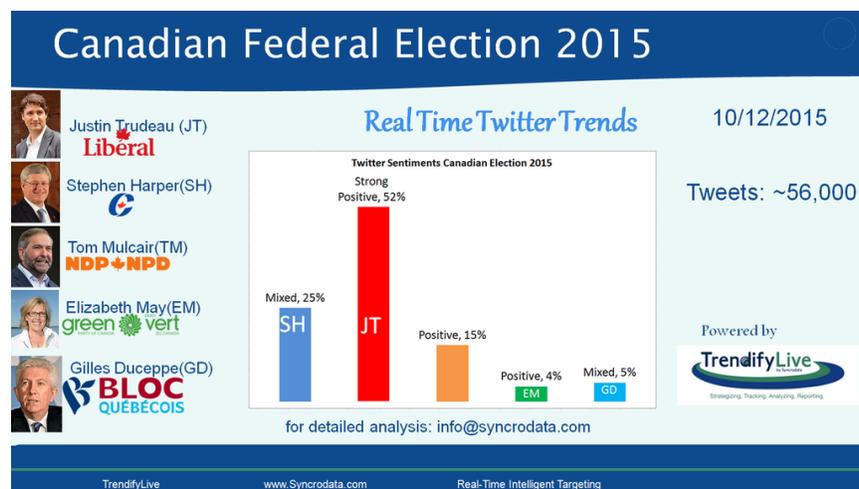
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Canadian Federal Election 2015

Candidates Twitter Profile

Candidates	Tweets	Following	Followers	Favorites
@JustinTrudeau	9,303	837	903K	40
@pmharper	3,582	221	924K	3
@ThomasMulcair	4,307	1,193	194K	13
@ElizabethMay	30.6K	5,930	206K	217
@GillesDuceppe	1,201	6,927	98.7K	9

With 52% mentions on Thanksgiving Day, Liberals were working very hard to gain strong social media influence where the momentum continued until October 17.



October 12 Real-time Twitter trends, TrendifyLive

Canadian celebrities also played a major role in rallying the election for their respective causes. For example, this message from Rick Mercer was the top shared picture on October 11 with 1.3k retweets and 608 Favorites.

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Top shared Tweet on October 11 Real-time Twitter trends, TrendifyLive

The Liberal momentum was a bit challenged by Mr. Rob Ford's rally in Toronto, who tried to mobilize 200k followers online to support Conservative Party. Our result showed that this rally lead to improved mentions (39%) and retweets for Mr. Harper with positive sentiments. The "Thank You" Tweet was the top single shared picture at [#elxn42](#) [#elxn2015](#) on October 17.

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Rob Ford ✓
@TorontoRobFord

+ Follow

Thank you @pmharper it was great to see you tonight & thanks to the thousands of people who came #elxn42 #elxn2015



RETWEETS
814

FAVORITES
401



6:15 PM - 17 Oct 2015

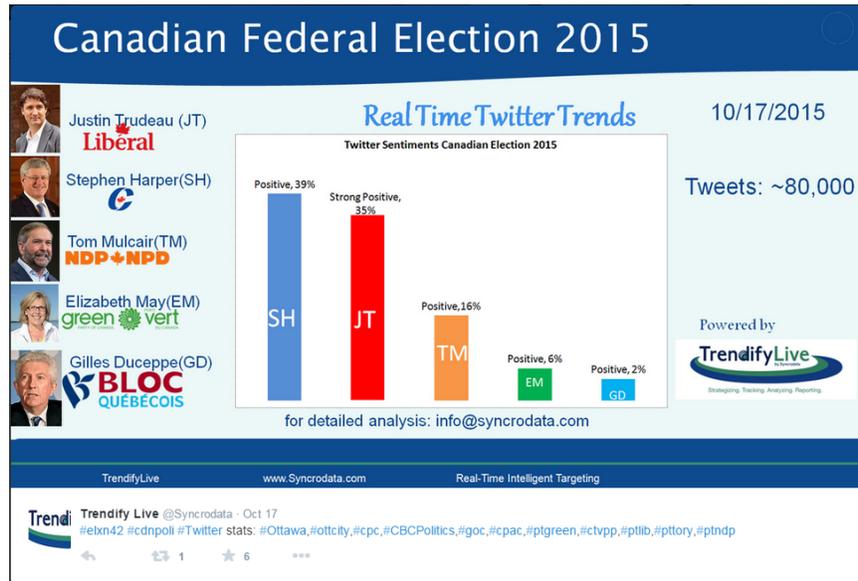
Top shared Tweet on October 17 Real-time Twitter trends, TrendifyLive

With the above picture and other supporters' tweets from Toronto area, Mr. Harper had an edge over Mr. Trudeau, as shown on the following graph.

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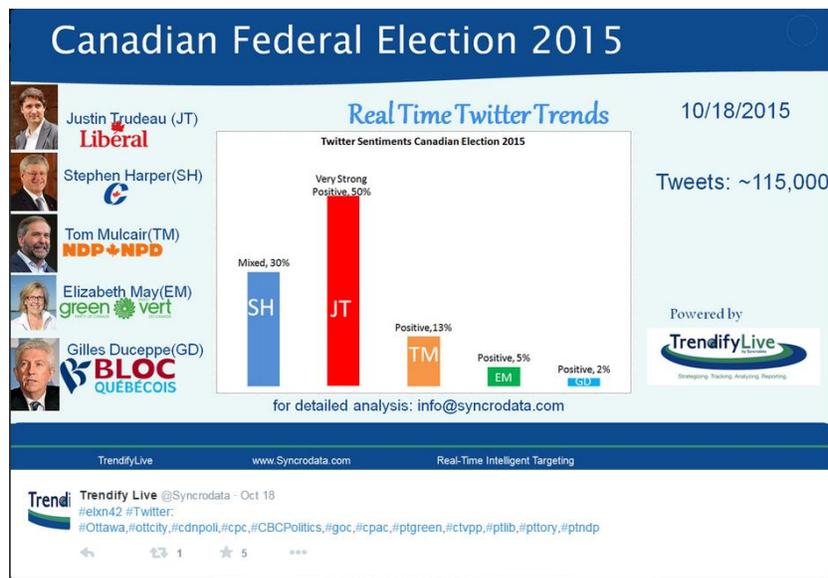


Canadian Federal Election 2015



October 17 Real-time Twitter trends, TrendifyLive

The 4% lead by conservative didn't last for more than 48 hours when Mr. Trudeau and his supporters doubled their Twitter activities which generated a spectacular 50% strong support for Liberals and 30% mentions for Mr. Harper but with negative sentiments again.



October 18 Real-time Twitter trends, TrendifyLive

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Mr. Mulcair's influence also was boosted by strong supporters such as @ChakerKhazaal (@HuffingtonPost contributor and Author of 'Confessions of a War Child' trilogy), whose Twitter post with 255k followers often generate over 700 retweets & favorites. On October 18, his post with #ReadyForChange, referring to NDP message was the 2nd top shared Tweet on #Elexn42 #CdnPoli hashtags. As we posted our real-time report from our handle, his Retweet of our Tweet generated 305 retweets and 442 favorites for our TrendifyLive@syncrodata account.



2nd Top Tweet on October 18 Real-time Twitter trends, TrendifyLive

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October 19 Real-time Twitter trends, TrendifyLive, Victory Speech

According to Twitter the company, this election generated over 6 million political related tweets, and from TrendifyLive analysis, Twitter became the battle ground for the five major parties, specifically for Designate Prime Minister of Canada to allow him mobilize volunteers, supporters, MP candidates across Canada to create a landslide movement where the participation surged not only in Canada, but also in the US, followed by Great Britain, Germany, Australia, India and Mexico. The start of October was a very exciting time for voters in Canada. For comprehensive analyses please follow @syncrodata on Twitter and visit us at www.syncrodata.com and see the above charts created by our team.

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Conclusion:

In summarizing this report, we would like to say that twitter was a primary election tool, measuring in real-time, public reaction to the various political platforms. Twitter savvy politicians have truly used this tool to manage their campaigns effectively. We have seen this not only in the last election, but also during the election of American President Barack Obama. According to the National Post (October 17, 2014, Glen McGregor Postmedia News), both the Liberal and NDP Parties hired U.S. political consulting firms with links to Barack Obama's presidential campaigns for their expertise in electronically tracking and targeting voters.

Definitively for Liberals, this was money well invested, leading them to a landslide win, using the twitter as their primary election machinery. Indeed, elections now and in the future will definitely need, use and benefit from twitter. This tool, with its capacity for real-time communication, its reach to audiences well beyond the immediate target and the opportunity to monitor public reaction and respond to issues in real time, makes it a far superior tool. We have seen its powerful impact during this election. It is now recognized as "must have" tool for activities that engage public reaction, public participation and public decision. Bravo, Twitter.

Syncrodata Inc. is a high tech company in Ottawa. We have been identified by Invest Ottawa, LeadToWin, StartUp Canada, Carleton University, and local businesses as a promising start-up with a new and exciting product. Syncrodata Inc. develops and markets TrendifyLive Twitter monitoring and measuring tool that allows clients to quickly see ranked and relevant insights / opinions about their reputation online and in real time. We work at present time with event planners, brand managers, public relations agencies, marketers, and political campaigns.

Not in one of those sectors? We are more than willing to explore opportunities to meet your needs!

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