

How Radio-Canada achieved Canada's **#1** election engagement page with **985x** time-on-page and **25x** comment surge

THE CLIENT

Radio-Canada (ici.radio-canada.ca) is Canada's French-language public broadcaster, delivering trusted news and comprehensive coverage to millions of Quebecois and francophone Canadians. As the authoritative voice for French-Canadian journalism, Radio-Canada serves communities across the nation with in-depth political coverage, local news, and cultural programming that resonates deeply with their engaged audience.



THE CHALLENGE

With federal elections on the horizon, Radio-Canada faced intense competition in the crowded Canadian media landscape. Political coverage is a battleground where every major outlet fights for audience attention, engagement, and mindshare during crucial democratic moments. In a media environment where political fatigue often leads to reduced engagement, Radio-Canada faced a dual challenge: creating compelling election content while building a community hub that would become the go-to destination for French-Canadian political discourse – one that could energize their audience and foster the kind of deep, meaningful conversations that democracy thrives on.



This federal election was a highly crucial democratic moment, coming in an unprecedented time for Canadians. Our goal was to connect new and existing audiences to the breadth and depth of the news experience offered by their public broadcaster, and we are proud to have attained that goal.



— **Charles Grandmont**

Head of Digital News for Radio Canada

THE SOLUTION

Radio-Canada partnered with Viafoura to create an innovative Federal Elections Conversation Page that became the ultimate destination for political engagement in French Canada. This wasn't just another article – it was a community-driven election hub designed for maximum participation.

Multi-Channel Access Strategy

- Prominent link placement on Radio-Canada's Elections page
- Featured positioning on the homepage
- QR code integration during live broadcasts for seamless mobile access
- Cross-platform promotion driving traffic from all touchpoints

Editorial Excellence Integration

The secret weapon was journalist Ariane Labrèche, who became a community champion by actively engaging below-the-fold. Her strategy included daily comment pinning, article recirculation, and direct interaction with community members – transforming traditional journalism into participatory democracy.

Viafoura's Conversation Technology

The platform enabled real-time political discourse with sophisticated moderation tools that maintained civil, productive dialogue even during heated political discussions. Features included threaded conversations, reaction capabilities, and seamless registration flows that converted casual readers into active community participants.

The page became a living, breathing hub of Canadian political discussion where citizens could engage in substantive debates about federal election issues, candidate platforms, and Quebec's role in Canadian politics.

NATIONAL LEADERSHIP

#1

in ALL of Canada
for first-time commenters (207)
AND total registrations (322)

985^x

more time spent in comments
vs average site pages
(16,516.7 minutes vs 2.4 minutes)

25^x

more comments & replies
than rest of Radio-Canada site

125^x

more first-time commenters
per page compared to site average

COMMUNITY IMPACT HIGHLIGHT

The page fostered exactly the kind of thoughtful political dialogue that strengthens democracy. Community members engaged in substantive discussions about Quebec's federal election priorities, candidate competencies, and policy implications, all conducted with respect and intelligence that elevated the entire political conversation in French Canada.

Sample community engagement showcased citizens asking crucial questions like "Who is most competent to face Trump?" and thoughtful analysis comparing political communication styles to historic Quebec leaders like René Lévesque.

Community Engagement Growth

- **621 total comments** generating meaningful political discourse
- **592 likes/dislikes** showing active reader participation
- **1,213 total engagement** actions creating vibrant community activity
- **6x more likes** on comments compared to other Radio-Canada pages

BUSINESS IMPACT

Radio-Canada didn't just win the engagement battle, they redefined what political journalism can achieve in the digital age. By combining authoritative reporting with community-driven conversation, they created Canada's most successful political engagement platform of 2025.

The Federal Elections Conversation Page proves that when news organizations embrace community participation alongside editorial excellence, they don't just inform citizens – they empower them to actively participate in democracy. Radio-Canada transformed political coverage from passive consumption into active civic engagement, setting the gold standard for election journalism in Canada.

TOP IN CANADA FOR SINGLE PAGE METRICS

57% 

better than the nearest
competitor for first-time
commentors

10% 

higher total registrations
than competitors

8.1x 

increase in average time
spent in comments
per user visit