

ADAPTING A MY TOWN STORY FOR INSTAGRAM: NEW YORK CITY EXAMPLE

SECTION 1: Feed post with engaging story summary and utilizing carousel function to share 5 compelling images



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New York City

ubcmagazine In a city as multifaceted and alluring as New York, it's hard to capture its essence in just a few words.

But **#UBC** alum Mikaela Gauer (BA'08) manages to do just that — in three words, New York is for her a "magical urban jungle."

A creative director and photographer who has been living in NYC for the past 14 years, Mikaela fell in love with the city during a post-grad trip to visit some friends.

"Swept up in the city's intoxicating energy," she ended up extending her stay by a month. And at the end of the month, she cancelled her return flight home and went on to secure a magazine internship, which ultimately helped to launch her NYC-based career.

If you ask Mikaela what she likes most about the city, here's what she has to say:

"New York is a microcosm of the world, a melting pot of every country, language, and creed. It's the heartbeat of culture and a city full of possibilities. You can access any type of experience you want if you're curious and open."

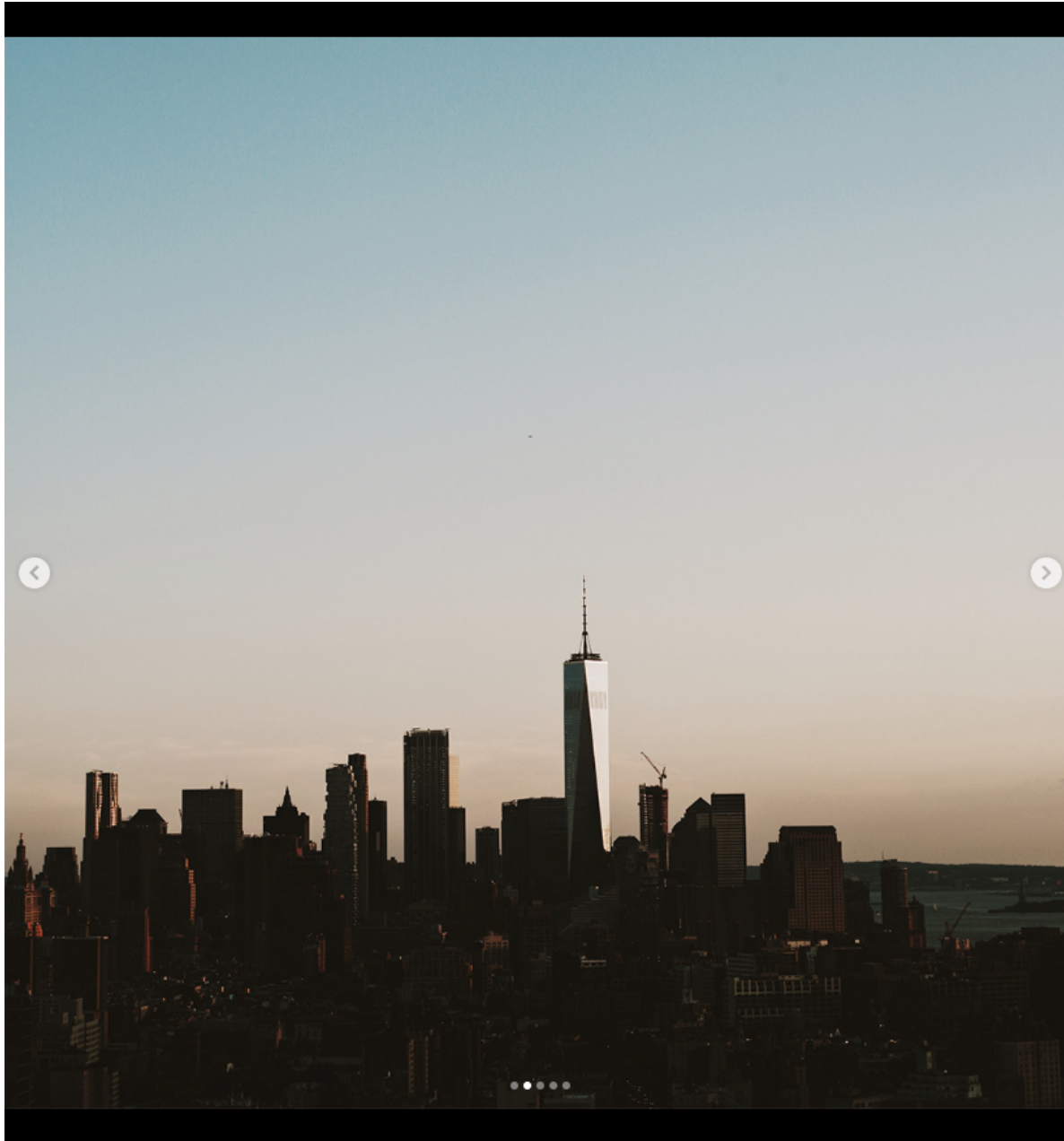
Of course, like any big city that attracts a huge number of visitors each year, NYC has its quirks and foibles. "There are several places you can visit to see them once — and then never return," says Mikaela.

"The High Line and Chelsea Market are always packed with tourists. Brave it for the best tacos in the city (Los Tacos No. 1) and then head north to the galleries in Chelsea, or south to The Village."

And then there are some experiences that can signal your

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And then there are some experiences that can signal your transition from visitor to local (whether you like it or not): "You know you're a New Yorker," she states wryly, "if a rat has run over your feet more than once."

Explore the "magical urban jungle" that is New York City from the perspective of this artsy alum at the link in our bio.

#UBCalumni #NYC #travel

Photos courtesy of @mikaelagauer.

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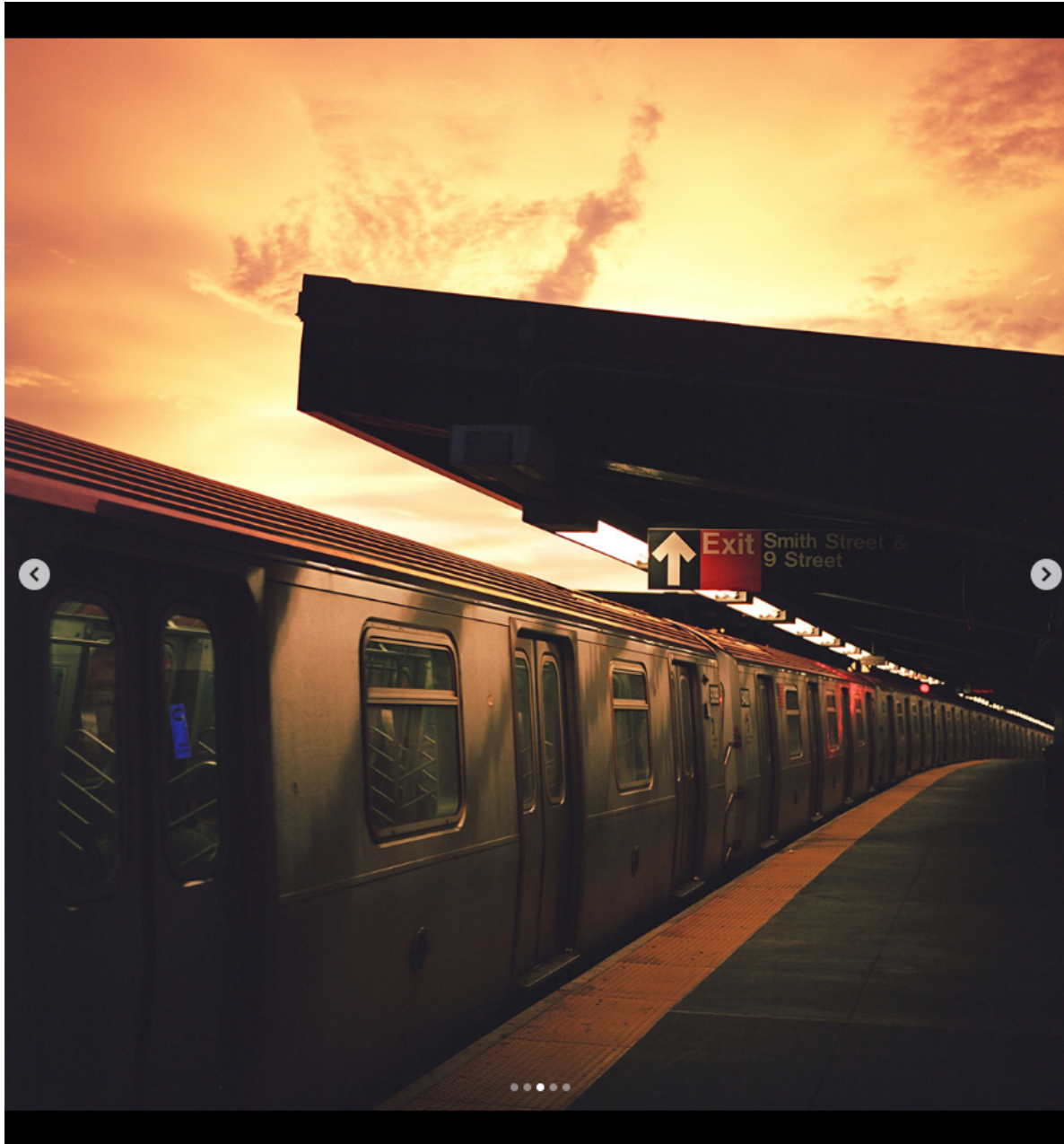
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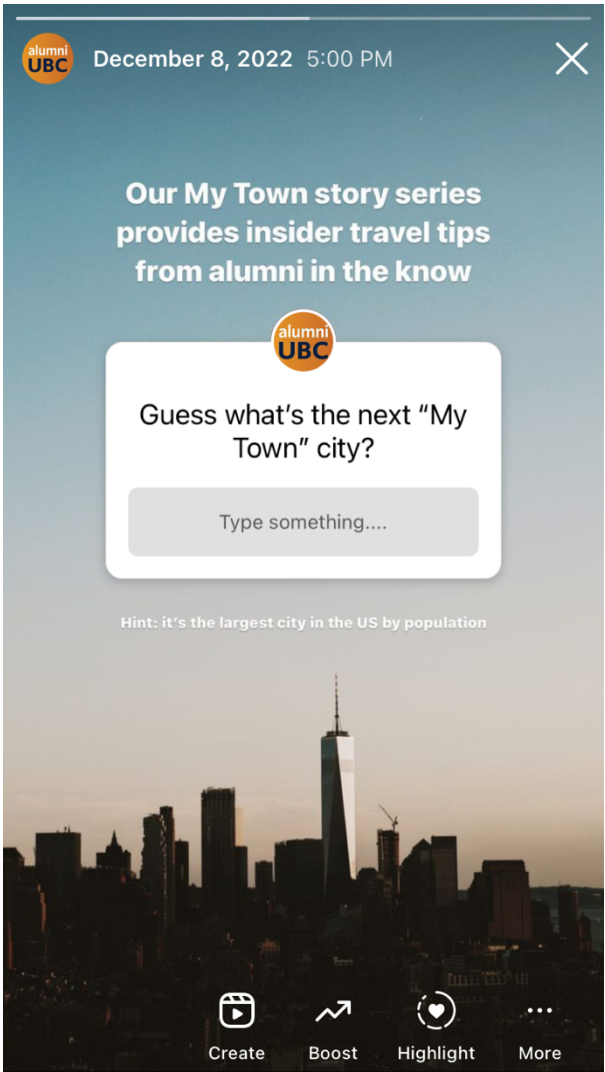
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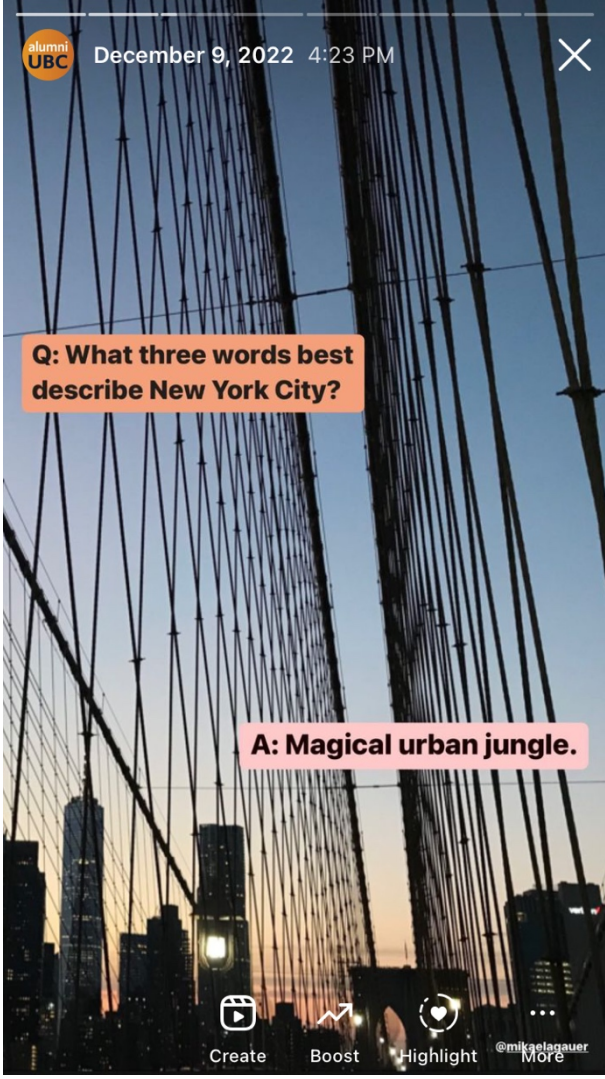
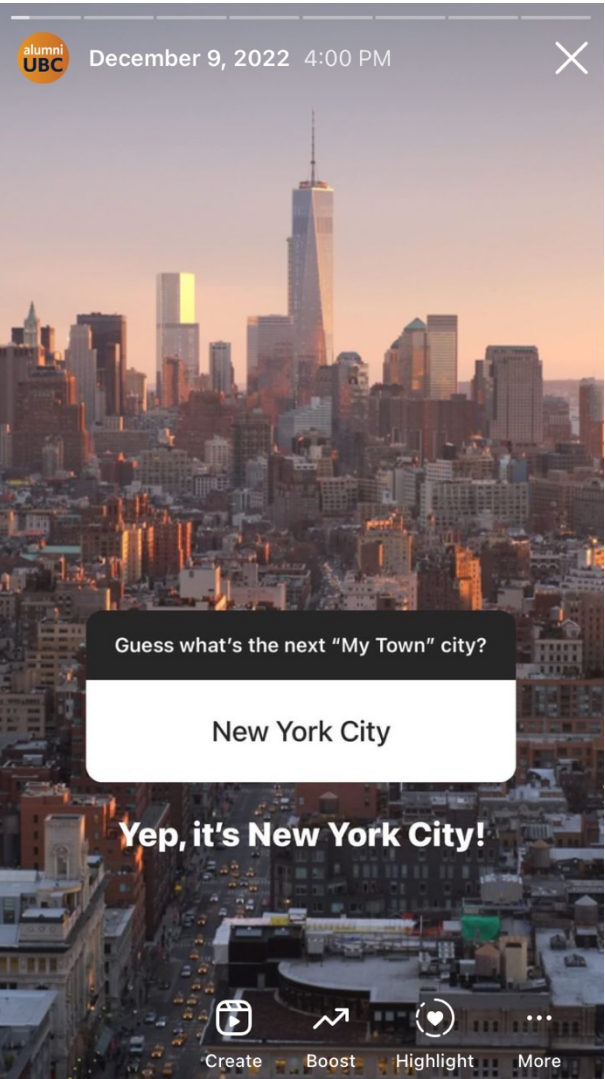
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SECTION 2: Teaser story utilizing interactive question box feature in Instagram (posted a day before the release of the full story)



SECTION 3: Full story, starting with incorporating an actual (and correct!) answer from a follower to previous teaser story. Second (middle) slide includes a link to the feed post as well as a link to swipe up and read the full article if desired.



December 9, 2022 4:23 PM

Q: How did you come to live in New York City?

A: Two weeks after my UBC graduation, I travelled to NYC to visit some friends. I was swept up in the city's intoxicating energy and postponed my return flight by a month. The month came and went, and I ended up cancelling the flight. I got an internship at TRACE Magazine, which turned into a full-time job offer that set my career in motion.

@mikaalagauer
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December 9, 2022 4:24 PM

Q: What do you like most about living there?

A: New York is a microcosm of the world, a melting pot of every country, language, and creed. It's the heartbeat of culture and a city full of possibilities. You can access any type of experience you want if you're curious and open.

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December 9, 2022 4:33 PM

Q: What might surprise a visitor about the city?

A: New Yorkers are some of the most welcoming, friendly, and kind people – it is a city made up of immigrants. Also, you can walk everywhere. It's definitely the best way to explore and get a feel for the city. After a while, the city feels small and you realize how interconnected everything is.

New York has a ton of green space, despite its reputation. Some of my favourite parks to chill, read, or people-watch are McCarren Park, Fort Greene Park, Washington Square Park, Prospect Park, and of course, Central Park. It's magnificent.

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