

# Mikayla Nogueira's out of touch divorce announcement leads to intense backlash

By GINA LORUSSO  
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“Take a minute, take it in.”

It sounds like something a parent would say to their child after something life-altering happened. Moving to a new house, a horrible diagnosis or a death in the family. In this case, the quote came from an influencer who announced her divorce to the internet.

Mikayla Nogueira is a social media influencer most recognized for her wildly exaggerated Boston accent and makeup reviews. She has a reputation for being controversial, especially when it comes to bringing private matters to the internet. The most recent instance is the video where she aired out her divorce, which she thought we all needed to pause and reflect because of.

In this day and age, we’ve seen it all on social media. Pregnancy announcements, engagements, weddings and now, divorce. The issue is not the announcement itself, but how it’s presented. I can’t blame her for thinking she’s important enough to warrant an emotional reaction from viewers — plenty of other influencers do it too. They plan and prepare their content, and Mikayla’s video follows suit.

It’s the calm and controlled dialogue, the fact that you can tell she sat down, wrote a script and did a full beat.

There was no rawness to the video. Everything about it felt completely

superficial and out of touch. She mentions that she and her husband, Cody Hawkin, decided to separate last year, but posted this video two days before Valentine’s Day.

What’s even more irritating to viewers is the next video she posted was a “Get ready with me for Valentine’s Day,” where she seemed completely unfazed by what she had just posted two days prior. Same lighting, same exaggerated cadence, but this time, she

needed to “look so fucking hot” because she “deserves it.”

That’s the disconnect with Mikayla. She tells

divorce...Me everyday when the cameras not rolling.” However, the camera’s were rolling — there are nine separate clips of her crying in the video.

This is not to say that Mikayla isn’t allowed to grieve, or that her divorce isn’t painful. I’m sure it is — she is losing the love of her life. But when your brand is built on spectacle, you can’t suddenly demand authenticity from an audience that has only known you to be controversial and ignorant.

Her followers are used to the dramatics, the perfect lighting, the heightened accent and over the top expressions, which are all curated for entertainment. When those same followers are asked to witness a raw, emotional moment, it comes across strictly as a performance.

Influencers who use the internet as a platform to speak out about personal pain have to remember that an audience isn’t obligated to care. If most of the internet is making fun of your divorce, it’s not that they’re failing to be empathetic, it’s your failure to deliver an important message.

Online audiences don’t feel moved when everything is staged, and they are surely not compelled to validate your emotions.

Kim  
KAHdASHyun

viewers to “take a minute” to digest her divorce — a deeply personal crisis — then pivots to her usual business of performative behavior. It’s hard to take the emotional gravity of influencers seriously when it exists in one video, then it’s gone the next.

When you sit down to film a video victimizing yourself, at golden hour, mind you, you pretty much lose all credibility you once had.

On Feb. 23, Mikayla posted a video attempting to clap back at the negative attention she’s been getting. In the TikTok, she says, “People say I’m not mourning my



# Punch the monkey stole my heart

By LILLIAN CURTIN  
Opinion Editor

Once again, social media has me feeling maternal over an animal that I will never meet or see.

Punch-kun, aka Punch, is a Japanese macaque at Ichikawa City Zoo in Japan, who was born last July. He was abandoned and shunned by his mother and was given the now-famous stuffed orange orangutan from IKEA.

As someone who still brings my baby blanket everywhere, I understand.

While I know I preached a few weeks ago that parasocial relationships are weird and inappropriate, there are always exceptions. So, not to sound hypocritical, but I do have a personal beef with Punch’s biological mother, and if I ever see her, I’m not below fighting a monkey. Let’s find out why I’m more evolved, bitch.

The videos of Punch being attacked, dragged and abused had me emotionally distraught for weeks. He ran to his stuffed animal for comfort after being beaten by the other monkeys. Are you kidding me? I’m done for.

I don’t know who taught TikTok editors and media teams to be sadists or something, but why are some of y’all killing me even more with putting the most depressing songs behind these videos? If you’re the sicko that put Sienna Spiro’s “The Visitor” behind a video of Punch being shoved, with the caption “The plushie gave (him) the hug that her mother didn’t,” you’re going

to see me behind you at some point, and I suggest you run faster.

Though to Daily Mail Australia, I may hate you, but you did well with putting a video of Punch being accepted to Bruno Mars’s “Count on Me.” You’re safe, for now.

Now, after weeks of being in the spotlight, Punch has been somewhat accepted by a few others in his habitat. All I have to say is, the opps really switch up when you get famous. Bet they just want a taste of Punch’s clout. Fake.

Many have compared Punch to Moo Deng. Well, Moo Deng is canceled and has clearly been replaced. While Moo Deng was admittedly adorable, Punch’s story is just better, and he’s been through so much. He deserves his fame more than that obese shiny rat.

Then, because my social media is conjured from the bottom of hell, I keep coming across Harambe and Punch edits. I came across someone saying that “Punch is the rebirth that will heal the consequences of Harambe.” You know what? Yeah, I believe it.

Harambe was a Western lowland silverback gorilla at the Cincinnati Zoo, who was shot and killed in 2016 after a three-year-old boy climbed into his enclosure. Remember, parents, watch your kids, or else a gorilla will be killed, and it will trigger a spiraling of unfortunate events.

Punch even now has a favorite human, a zookeeper. It brings me so much joy

watching him make friends. He even helped with feeding time, and while he stood above everyone else, I hope he felt powerful and that they felt they were nothing compared to him.

I know I’m not a zoologist or anything, but I can’t seem to understand why the zoo keeps Punch in an environment where he’s being abused. In a lot of other cases, they would remove him and separate him from the others for his safety. Again, I don’t know what exactly the protocol would be for it, but I

just hope the zoo isn’t keeping him in a dangerous place in order to rake in ticket sales or online popularity.

Punch is what we needed going into 2026 and I can’t wait to watch him single-handedly save the world.

