



- 2009 Men's team 9th in the nation
- 2010 Women's team won the Ozark Region team title; Jeff Askey national champion bullrider
- 2011 Women's team won the Ozark Region Team Title
- 2012 Reserve Champion Men's and Women's Team
- 2013 Men's Team Ozark Region Champs, 10th in Nation
- 2014 National Champion Men's Team
- 2015 UT Martin sends nine total participants to the CNFR
- 2016 The UT Martin men's team makes their 43rd consecutive appearance at the CNFR
- 2017 Lane Mitchell finishes second in the nation in team roping at the CNFR

UTM Rodeo goes live with social media

By Karen Campbell
Press Reporter

Growing the UTM social media presence has been quite a ride. Through it all, Diane Luthi, wife of UTM Coach John Luthi, and a part-time assistant for rodeo communication efforts, has happily shared the reins. Listening and tapping into the experience of a generation for whom hashtags and @ signs are as natural as phone numbers and zip codes, Luthi has built an online community that includes more than 7,000 Facebook followers, 960 on Twitter, more than 1,600 on Instagram and, during last year's UTM Rodeo, netted 240,000 views on Snapchat. Facebook was first. "We had recruits trying to send video via Facebook to our personal pages," explained Luthi. One of those recruits, whose father was



SNAP FILTER — Snapchat users enjoy using filters to set their photos apart. UTM rodeo is using the frame you see here for Snapchat posts during the 2018 rodeo.

also in rodeo, contacted Luthi and said it was time for a team page. In 2012, Facebook hadn't yet made fan or business pages an option so Luthi created the UTM site as a separate personal page to fill the need. Eventually, the growth in followers resulted in the need to switch from a personal site to the

current fan page. During the 2013-14 season, Luthi's daughter Katelyn, her usual go-to for social media advice, was away at UT Knoxville studying mechanical engineering. But in the virtual world, she could still help her mother out and found that there was a pretty regular stream of

questions coming through Facebook while her mother had limited wifi in the arena. Answering the questions there caused Katelyn to next suggest setting up a Twitter account which was not as dependent upon a laptop. "I handed her my phone and said, 'Set it up,'" Luthi said. As a result, Katelyn was able to "live tweet" the national championship event in Casper, Wyoming and announce to the online world that UTM captured the title. Photo and short-video-focused Instagram and Snapchat seemed like the next natural steps. But with Katelyn returning to school in east Tennessee, Luthi needed help. She enlisted the help of a senior on the rodeo team with a marketing major as a social media intern and soon interviews with team members (and the intern's senior project) were

available at the click of a few keys. Now social media interns are regularly along for the ride. Last year, rodeo announcer Garrett Yerigan helped ensure a Snapchat milestone. An acknowledged fan of the mobile app that allows users to capture videos and pictures that self-destruct after a few seconds, Yerigan prompted the crowd to post experiences throughout the three-day UTM rodeo. His encouragement netted almost a quarter of a million views of the arena happenings. To follow UTM Rodeo online, use the following: @utm.rodeo for Facebook @UTM_Rodeo for Twitter @utmrodeo for Instagram @UTMRODEO for Snapchat



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