2009

2010

2011

2012

2013

2014

Team

2015

2016

Men's team 9th in the nation

Women's team won the Ozark

Women's team won the Ozark

Reserve Champion Men's and

Men's Team Ozark Region

National Champion Men's

UT Martin sends nine total

The UT Martin men's team

participants to the CNFR

Champs, 10th in Nation

**Region Team Title** 

Women's Team

Region team title; Jeff Askey

national champion bullrider

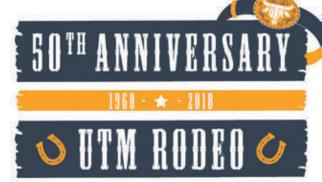
## **UTM Rodeo goes live with social media**

## 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-videofocused 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

## makes their 43rd consecutive appearance at the CNFR 2017 Lane Mitchell finishes second **Lodeo Koundug** Dining & Fun in Martin in the nation in team roping at the CNFR SLIDE & RIDE SALOON PRESENTS ICH FRIDAY APRIL 13TH 2018 Rh Annual COWBOY UP A Great Place To Be .. EHBOMDOWNI #agreatplacetobe #10yearshgcc #monthlyperks \$100 BIKINI BULL RIDING CONTEST! Celebrating 50 years of Rodeo SATURDAY APRIL 14TH AISY DUKES **Convenient Drive Thru** Plenty of parking for your trucks & horses \$100 RUMPSHAKER CONTEST Breakfast & Lunch ... Call ahead and we'll have it ready! \$10 ALL YOU CAN DRINK 147 Commons Dr., Martin DRAFT BEER Vaporizers • Mods • Accessories 731-588-COFFEE /arious Flavors Made in House, [18 to enter 21 to drink] Antiques & Vintage Collectables in Union City Location Find us on facebook, highergroundmartin, for our Rodeo week specials! 627 N. Lindel St. Martin To 511 Elm St., Martin, + 587-5073 | 2204 W. Reelfoot Union City 731-599-1204 OF THE BE

