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Sports

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‘Romanticize the little things’: MSU runner Louise Stonham shares life on and off the track

Louise Stonham rises to fame as she shares her life on and off the track through social media

Abby Miller, Sports Editor

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Mike Mattina | Mississippi State Athletics

Traveling over 1,200 miles from her birthplace, Louise Stonham has found her home away from home on the Mississippi State Track & Field team. The sophomore from Arnprior, Canada, is in her second year competing for MSU.

"I love it here so much," Stonham said. "Everyone is so friendly, like I just wake up and I'm excited to go to my classes and go to practice because everyone is just like, happy to be alive."

Stonham's outgoing personality has helped her build strong friendships on the team, including with fellow distance runner Naomi Jepleting.

"I think Louise is a supportive friend," Jepleting said. "She's a friend who doesn't want to see you failing; she's caring."

Growing up, Stonham began competing in Spartan Races, obstacle-course races composed of various events, such as running up mountains and racing through monkey bars, at six years old. Stonham especially excelled in running between those events to catch up to others.

It was not until 2019, when she qualified for the Spartan Kids World Championship in Los Angeles, that she knew she wanted to come to America to run.

"I was like, I want to go D1, and I knew that my best chance was at running," Stonham said. "In the Spartan Races, the part that I really excelled at was the running between the obstacles, that's when I would catch people or pass people."

Stonham spent her first collegiate season at California State University, Long Beach, before entering the transfer portal.

"When I was in the transfer portal after being in California, I wanted a really big emphasis on team culture," Stonham said. "I feel like to succeed in this sport, you have to be happy."

Stonham committed to Mississippi State in 2025, when she began both her SEC collegiate path and her TikTok content-creation dream.

Her TikTok account, @louslife05, has accumulated over 122k followers.

"I got some random comment one day saying that I look like Livvy Dunne, and

I was like, 'That's kind of cool,'" Stonham said. "[Livvy Dunne] is a student-athlete like me, like why don't I just start posting more?" Stonham began creating content consistently, and her following rose quickly after. Although she is a student-athlete, that is not primarily what her posts focus on; Stonham provides a variety of content that mixes everything. "My username is literally louslife," Stonham said. "I try and just show little bits of my life. I don't just run, I love so many things. I love hanging out with my friends, I love trying new food, I love smelling the flowers, literally anything." Those who watch her content or are around her while she creates it, such as Track & Field Assistant Coach Erinn Stenman-Fahey, testify that she is just as fun in person as she is online. "She is exactly how she seems online," Stenman-Fahey said. "She's super bubbly, a great teammate, always very encouraging to everyone around her." Stonham said that one of her favorite parts about creating content is the support she gets from her audience. "I love my female followers," Stonham said. "They hold a special place in my heart because I know that I was that little girl who was looking at these athletes being like, oh she's so fast, I wonder how she got that good." Even though Stonham creates uplifting, positive content, she still receives occasional hate or negativity on her page, but she said she does not let it bother her. "There's hundreds of positive comments and stuff," Stonham said. "So for the couple negative ones that there are, I just ignore that because all these other people are hyping me up, so it's okay." Content creation plays a major role in Stonham's life, especially at MSU, but she has set clear boundaries to keep it from interfering with her training. "When I'm at practice, I put the phone away," Stonham said. "I want to be present with my team and I mean like, if we're taking post practice pictures and stuff, that's fine, but when we're working out and actually training, the phone goes away." Stenman-Fahey, who works with Stonham daily at practice, said she appreciates Stonham's ability to separate track from social media. "She has a good boundary with it," Stenman-Fahey said. "She includes the girls that want to be included and the ones that don't; she doesn't push that on them. So, yeah, I think she has found a really good balance with it." Having such a high following and being well-known can make her track meets seem intimidating, but Stonham has learned to embrace her authenticity with her followers, both online and in person. "I feel like it's almost like being on social media has actually lessened the anxiety," Stonham said. "I did have a bad race, and people did not care. They were like, you were still great, you were so fast, especially with the younger girls." Stonham said one of her goals on social media is to "romanticize the little things." "I'm super grateful to be here, to be at Mississippi State, and I hope that some of my videos can attract people to come see the school," Stonham said. "I'm just so happy, I feel like every day is a blessing. I literally wake up, and I'm excited to go to class and to practice and post on social media."

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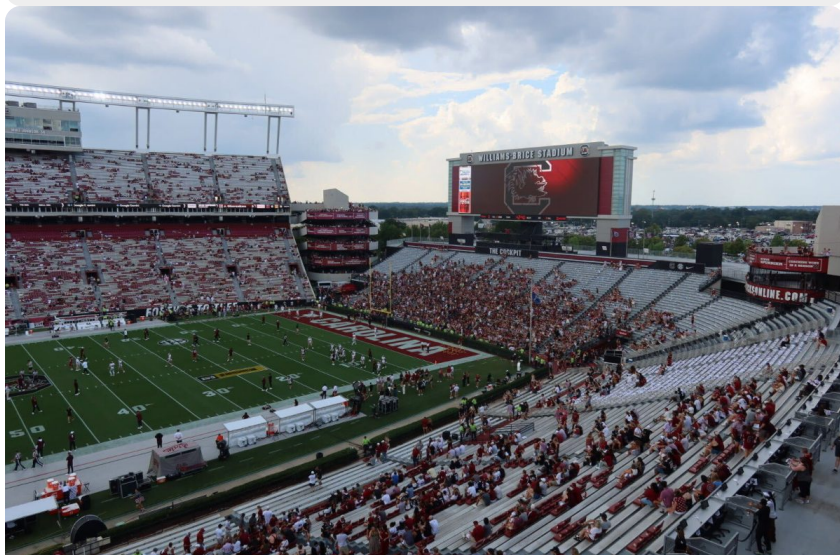
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