PERRY, GEORGIA

Split Thistle Quail Farm

2027 MEDIA & PARTNERSHIP KIT

Real farm life. Southern sporting traditions. A community built on hard work and humor.

103M FACEBOOK VIEWS IN 2026*

*January 1 – November 25

215K+

COMBINED SOCIAL FOLLOWERS

MICHAEL KEELER

Owner / Split Thistle Quail Farm LLC



01 / ABOUT THE FARM

Rooted in Middle Georgia.



A family of seven. A farm built around bobwhites.

Split Thistle Quail Farm is a family-owned Northern Bobwhite quail operation in Perry, Georgia. Michael Keeler and his wife share the realities of raising game birds, building a business and raising a family, with plenty of humor along the way.

Our content connects agricultural education with the traditions of the upland community. We serve hunting preserves, bird dog trainers and outdoor enthusiasts.

20K+

BOBWHITES RAISED IN 2026

NPIP certified
Avian influenza clean

OUR MISSION

To keep the traditions surrounding the Northern Bobwhite alive, inspire the next generation to take an interest in agriculture and conservation, and prove that doing meaningful work doesn't mean you can't have a little fun along the way.

01 / THE FACE BEHIND THE FARM

Meet the man behind the bobwhites.



MICHAEL KEELER

Owner / Split Thistle Quail Farm

Michael Keeler is a farmer, husband, father of five and the face behind Split Thistle Quail Farm in Perry, Georgia.

Before reaching 40, Michael chose to build a business around a traditional profession he wants to see carried forward by younger generations. He is working to keep the heritage surrounding the Northern Bobwhite quail alive while introducing it to an entirely new audience.

Alongside his wife, Michael is raising five children, including a daughter with special needs, while growing a family-owned agricultural business. Life is rarely quiet, things don't always go according to plan, and there is certainly no shortage of material for his sense of humor.

What began as a quail farm unexpectedly became something much bigger. Without setting out to become a social media personality, Michael found himself connecting with millions of people through his dry humor, straightforward approach and willingness to share the less glamorous side of agriculture.

With over 103 million Facebook views in 2026 to date, Split Thistle has become a platform for more than selling quail. It is an opportunity to spark conversations about Northern Bobwhite conservation, educate younger generations, celebrate upland sporting traditions and make agriculture entertaining and approachable.

Michael believes meaningful conversations don't always have to be serious. Sometimes, making someone laugh is the first step toward getting them interested in something they might never have given a second thought.

From raising thousands of bobwhites and building barns to documenting the journey of an unconventional bird dog, Michael brings authenticity, humor and purpose to everything he does.

He can go from looking like he belongs on the cover of Garden & Gun to making ridiculous videos about selling quail — sometimes within the same afternoon.

He's not an influencer pretending to be a farmer.
He's a farmer who accidentally became an influencer.

02 / SOCIAL PERFORMANCE

A landmark year.

Facebook | January 1 – November 25, 2026

103M
YEAR-TO-DATE CONTENT VIEWS

169K+
NET NEW FOLLOWERS

94.51% from non-followers

AUDIENCE SNAPSHOT

80%
MALE AUDIENCE

101,442
U.S. FB FOLLOWERS

215K+
COMBINED FOLLOWERS

2026 CONTENT OUTPUT

1,060
REELS

428
STORIES

66
PHOTOS

77
LINK & TEXT POSTS

RECENT CONTENT SAMPLE

1,910 average recent Reel views

21 shares across the recent content sample; about 32 hours of watch time across the six most recent videos. Individual post performance varies.

Source: farm-supplied Facebook year-to-date analytics and recent content summary.
Figures are reported or rounded as supplied. Combined followers include Facebook and TikTok.
Recent content is a separate sample, not a full-year per-post average.

02 / SOCIAL PERFORMANCE

A community at scale.

Facebook performance | August 27 – November 24, 2026

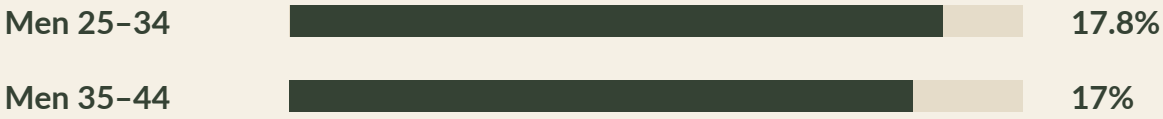
10M	85.36%	18,520
CONTENT VIEWS	NON-FOLLOWER VIEWS	NET NEW FOLLOWERS

180K+	35K+	101.4K
FACEBOOK FOLLOWERS	TIKTOK FOLLOWERS	U.S. FB FOLLOWERS

AUDIENCE DEMOGRAPHICS

80% male audience; United States is the leading country.

Other top countries: India and the Philippines.



90-DAY CONTENT OUTPUT

578 reels / 228 stories

RECENT MOMENTUM / FACEBOOK, LAST 28 DAYS

2.1M	1M	64K
CONTENT VIEWS	VIEWERS	ENGAGEMENTS

Approx. 6.4 engagements per 100 viewers (aggregate, not per-post rate).

Sources: farm-supplied Facebook 90-day summary, 28-day dashboard screenshot and follower counts.
Figures are rounded as reported; audience percentages are from the supplied demographic summary.
28-day dashboard figures are shown separately; engagement definitions may differ by report.

02 / SOCIAL PERFORMANCE CONTINUED

Content that travels.

Top-performing Facebook videos of 2026 | Year to date

47M	10M
TOP 10 VIDEO VIEWS	LEADING VIDEO

	VIDEO / PUBLICATION DATE	VIEWS
01	**Small percentage. Big purpose.** Feb 6	10M
02	**Keep the tradition alive** Mar 23	6.9M
03	**Let's get the season started!** Jun 30	6.4M
04	**Putting the new Bobwhite quail chicks in the barn** Jun 24	5.3M
05	**Ah yes, the classic fluffy roach unboxing** Jun 30	3.9M
06	**Seriously, who knew being budget-friendly would offend...** Apr 19	3.6M
07	**These chicks will grow at a rapid speed!** Jul 14	3.5M
08	**Well, you need a long pipe watering system...** Jul 1	2.7M
09	**It is one of the best days here on the farm!** Aug 11	2.5M
10	**We just hit 40K** Apr 21	2.2M

Source: farm-supplied 2026 top-video performance summary.
Views are rounded; combined total is not unique audience reach.

02 / SOCIAL PERFORMANCE CONTINUED

Beyond Facebook.

TikTok | October 31, 2025 – October 31, 2026

190,108
VIDEO VIEWS

100%
ORGANIC VIDEO VIEWS
0 paid views reported

AUDIENCE & DISCOVERY

153,983
AUDIENCE REACHED
+21.55% vs. prior period

6,902
ENGAGED AUDIENCE
+27.89% vs. prior period

1,376
PROFILE VIEWS
+6.75% vs. prior period

FOLLOWER DEMOGRAPHICS

Age distribution

18–24	8.2%
25–34	20.7%
35–44	27%
45–54	23%
55+	21.1%

Gender

56.7% male — 43.3% female

Selected follower locations

United States	10.5%
Germany	3.8%
Netherlands	2.2%

FOLLOWER BASE

35K+ Total followers (farm-reported)

344 New followers in period

Source: farm-supplied TikTok Reach, Audience and Followers screenshots.
35K+ total followers previously reported by the farm; not confirmed by these screenshots.
TikTok dates differ from Facebook. Video views were down 14.61% vs. prior period.
Age and gender figures refer to followers; locations are selected, not exhaustive.

03 / CREATIVE APPROACH

Real life makes better content.



Apparel & lifestyle

Natural product placement, personality-led videos and everyday farm life.



Community & events

In-person connections with the outdoor and agricultural community.

COLLABORATION EXPERIENCE

HISEA work boots: a product collaboration focused on outdoor wear, practical impressions and a follower discount code. Campaign performance available when confirmed.

Content formats: short-form video, branded photography, product demonstrations, educational storytelling and event coverage.

Also featuring our ongoing Milligan Farms collaboration: see the following partner spotlight.

03 / EXISTING COLLABORATION

An unlikely bird dog.

Milligan Farms × Spangler Creek Farms & Kennels × Split Thistle



Duckie / Giant Schnauzer

Farm mascot and flushing-dog prospect.

THE PARTNERSHIP

Through our collaboration with Milligan Farms, we are raising and training Duckie, a Giant Schnauzer, to explore his potential as a flushing dog on a working Northern Bobwhite quail farm.

WHY A GIANT SCHNAUZER?

An unconventional breed choice gives us a memorable way to showcase intelligence, athleticism, trainability, loyalty and working drive while encouraging responsible breed education.

THE BIGGER PURPOSE

We want to introduce more people to the upland world, explain the difference between flushing and pointing dogs, and share the training journey honestly, from puppyhood to field work.

TRAINING & PROMOTIONAL COLLABORATION

Spangler Creek Farms & Kennels in Georgia will provide professional flushing-dog training for Duckie in exchange for promotional content and exposure through Split Thistle.

A STORY THAT GROWS WITH HIM

We plan to visit Spangler Creek to film training sessions, follow Duckie's progress from obedience to bird work, and attend and document select field trials hosted by the kennel. The series will highlight the expertise of Spangler Creek and recognize Milligan Farms as Duckie's breeder and collaboration partner.

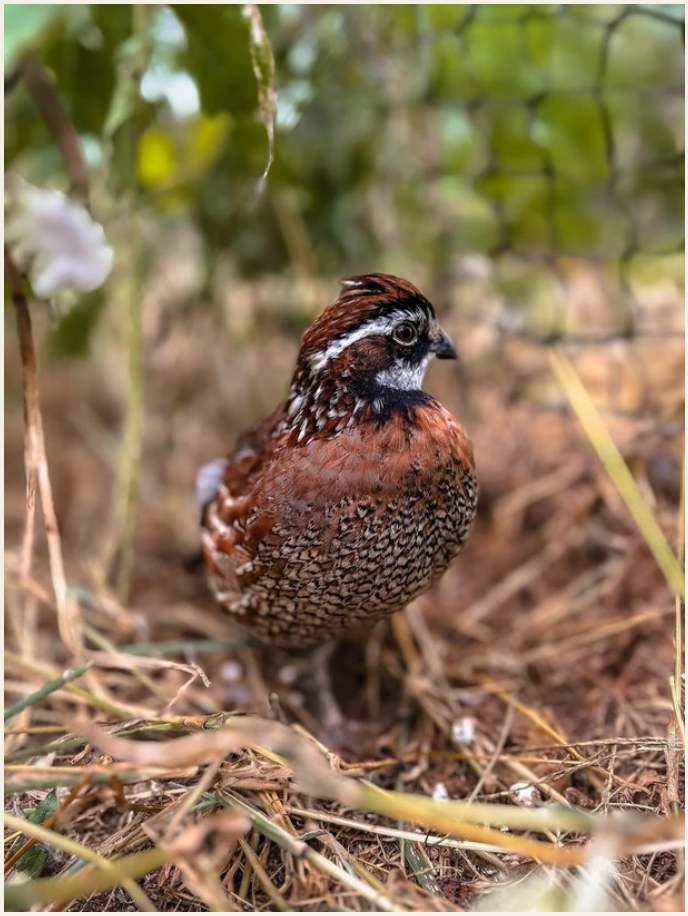
PARTNERSHIP OPPORTUNITIES

Dog nutrition / Kennels & transport / Training equipment / Grooming / Outdoor gear

03 / THE WORK BEHIND THE CONTENT

From hatch to field.

Original photographs from the farm and its day-to-day operations.



Northern Bobwhite



Everyday barn work



Egg handling



Young quail



Barn equipment

Practical, educational content rooted in a working game bird operation.

03 / BEYOND THE SCREEN

A brand with local roots.

Community recognition, print advertising and everyday outdoor life.



2026 Bronze award

Best of Middle Georgia • Outdoor Store



Print advertising

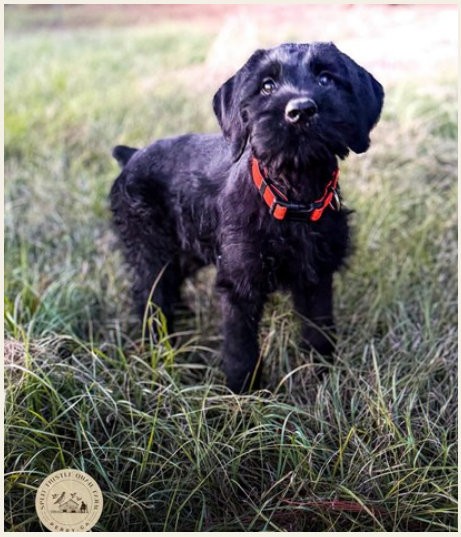
Split Thistle magazine advertisement



Buckarama expo



Farm logistics



Farm dog life

Historical expo artwork shows follower count at the time of the event.

04 / FLAGSHIP CAMPAIGN

Building the Bobwhite Barn.

A proposed 2027 content series documenting the farm's next stage of growth.

30 × 100 FT

3,000 SQ FT / PLANNED QUAIL BARN

From construction to day-to-day operation.

01 Construction & equipment

Roofing, lumber, power tools, tractors and jobsite equipment.

02 Poultry systems & technology

Ventilation, feeding, watering, monitoring and barn management.

03 Feed & agricultural supplies

Game bird nutrition, storage and practical farm supplies.

04 Workwear & outdoor lifestyle

Boots, field apparel, bird dog gear and everyday farm essentials.

Proposed deliverables: multi-episode videos, product integrations, progress updates and educational content. Scope and timing to be agreed with each partner.

05 / PARTNERSHIPS

Let’s build something together.



Michael Keeler

OWNER / SPLIT THISTLE QUAIL FARM LLC

Available for sponsored content, product demonstrations, long-term ambassadorships, campaign series, interviews and editorial features. Partnership scope and rates are available upon request.

CONNECT WITH THE FARM

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