# North-east barber branded 'anti-farmer' after social media troll impersonation



A north-east entrepreneur based in Inverurie has expressed his frustration after a social media troll impersonated his business and posted an offensive comment targeting farmers, causing reputational damage and a backlash from the local community.

Ilim Tanyeli, 35, owner of FRESH Authentic Turkish Barbers on West High Street, opened the barbershop in February. Coinciding with the launch, a fake Facebook account was created using the same business name and branding. While Mr Tanyeli’s official Facebook page has 260 followers, the fraudulent account only managed six before it was deleted.

On 11 March, the imposter account left a comment on a Fubar News post, which warned drivers of hay bales fallen on a road. The comment read: “Stupid farmer get off road.” This sparked immediate and intense negative reactions from Fubar News followers, many of whom mistakenly believed the comment came from Mr Tanyeli or his business.

Several replies criticised the post as inappropriate for a business operating in a farming community. One user stated, “not the kind … u should be making if ur trying to run a business in a farming town.” Another remarked, “Remember that a lot of ‘stupid farmers’ also need to get their hair cut,” adding, “I’m sure they will give your business a total body swerve after that comment.” Other responses included statements such as “I’ve never been in a barbers shop but I need fed 3 times a day guess who we can live without [thinking face emoji],” and “Avoid your shop for sure,” accusing the poster of having “a big mouth.”

Mr Tanyeli, who also owns kebab shops in Huntly and Inverurie, as well as a car wash in Inverurie’s Church Terrace, spoke to The Press and Journal (Aberdeen) about the impact of the hoax. “The fake Facebook profile’s post was damaging to my business. There were at least 30 to 40 people slagging my business off,” he said. “I worried that people weren’t going to support my barber as customers. Under the comment, there were at least 30 or 40 replies saying, ‘You’re a new business in town, you shouldn’t be slagging people off.’ I feared that people had the wrong image of me and what sort of businessman I am.”

Following the offensive comment, two suspicious Facebook profiles—both with differing names and profile images—posted identical negative reviews marked “Unfriendly atmosphere” for FRESH barbershop, advising others not to use the service. These reviews also referenced the supposed anti-farmer attitude, stating: “Doesn’t like farmers, in a rural area, very bad attitude.”

In contrast to the false online portrayal, Mr Tanyeli emphasised that a majority of his customers are part of the agricultural community. “Half of my customers are farmers,” he said. “I’ve got a kebab shop in Huntly and it’s been there since 2012. Half of my customers there are farmers. Most people who come to my car wash are farmers. I have their tractors coming to get washed.” He questioned the logic behind posting such a comment himself, saying, “So, why would I post something like that?”

The trolling incident was reported to Consumer Advice Scotland, which can escalate matters to Trading Standards for further investigation. Aberdeenshire Council confirmed they have been notified that Consumer Advice Scotland received a complaint in relation to the incident.

The Press and Journal (Aberdeen) is reporting on the story which highlights the impact of social media impersonation and cyber-trolling on small local businesses, particularly within closely-knit rural communities.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.redpoints.com/blog/social-media-impersonation-what-is-it-how-to-stop-it/> - This article discusses how scammers use social media to impersonate businesses, leading to reputational damage and loss of customer trust, which aligns with the incident involving FRESH Authentic Turkish Barbers.
2. <https://www.redpoints.com/blog/how-to-stop-social-media-frauds/> - This resource provides strategies for businesses to protect themselves from social media frauds, including impersonation attacks, which is relevant to the challenges faced by FRESH Authentic Turkish Barbers.
3. <https://www.idcare.org/fact-sheets/social-media-security-for-small-businesses> - This fact sheet outlines the risks associated with social media for small businesses, including impersonation and reputational damage, pertinent to the situation of FRESH Authentic Turkish Barbers.
4. <https://www.sociofyr.com/manage-impersonation-in-social-media/> - This guide offers insights into managing social media impersonation, detailing how such attacks can harm businesses, which is pertinent to the experience of FRESH Authentic Turkish Barbers.
5. <https://www.addify.com.au/tips/rising-phishing-scams-impact-small-businesses-relying-on-social-media/> - This article highlights the impact of phishing scams on small businesses using social media, emphasizing the importance of vigilance, which is relevant to the challenges faced by FRESH Authentic Turkish Barbers.
6. <https://www.makios.com/articles/social-media-scams> - This article discusses various social media scams targeting businesses, including impersonation and phishing, which is relevant to the incident involving FRESH Authentic Turkish Barbers.
7. <https://www.pressandjournal.co.uk/fp/news/crime-courts/6744764/troll-tried-to-ruin-inverurie-business/> - Please view link - unable to able to access data