# Brains Brewery locked out of Facebook page during crucial rebrand appeals to Meta for help



Brains Brewery, a cornerstone of Welsh brewing with over 140 years of heritage, is currently facing a significant challenge after losing access to its Facebook page due to a hacking incident in January. This page, boasting over 34,000 followers and having been in existence for more than 15 years, has been a vital communication tool for the brewery. A spokesperson expressed the gravity of the situation, stating, “Our Facebook page is one of our most important tools for staying connected with customers, marketing new products, and sharing our story. Being locked out for this long is genuinely damaging.”

Despite their best efforts to regain access, including multiple submissions of identification and calls to customer service, the company has had no success. Each time they reach out, their case is closed without resolution, leading to mounting frustration. "I’ve spoken to call centre agents on 18 separate occasions,” the brewery representative recounted, highlighting the exhaustive nature of their attempts. Similar stories are echoed across various sectors; for instance, the Jones Family Farm in Indiana faced a two-month ordeal to reclaim their Facebook page after it was compromised. Their struggles, like those of Brains, point to a systemic issue affecting businesses reliant on social media platforms for community engagement.

Currently, Brains Brewery is gearing up for a major brand refresh, a critical strategic move after recent challenges in the market. The spokesperson noted, “This rebrand is a comeback moment. Losing access to our largest communications channel at a time like this is devastating.” While they manage to maintain an Instagram presence with around 4,000 followers, it pales in comparison to their Facebook audience, underscoring the irreplaceable value that Facebook represents for business engagement in the digital age.

Amidst their public plea for Meta to intervene, the brewery has resorted to rallying support from its customers and community. They stated, “We didn’t want to go public, but we’ve run out of options. We’re not asking for anything unreasonable. We’re simply asking Meta to help a legitimate, historic business regain access.” This echoes a broader sentiment seen in similar cases, where small businesses have struggled with account security and retrieval processes that are often opaque and unresponsive.

The importance of having secure social media accounts cannot be understated, especially as platforms like Facebook, now rebranded as Meta, pivot towards broader digital ambitions. With the shift towards the metaverse and immersive online experiences spearheaded by CEO Mark Zuckerberg, the everyday accountability to small businesses, particularly those with a legacy, may be overlooked. This highlights not just an issue of customer service, but a vital conversation around the ethical obligations of these large tech firms towards their long-standing users.

As Brains Brewery continues to explore avenues to restore its Facebook presence, the implications of such a loss extend beyond mere digital access. It affects customer relationships, brand identity, and the very essence of community that businesses like Brains embody. The brewing company remains resolute, calling on Meta to rectify a situation that has left them feeling sidelined in an increasingly digitised marketplace.

## Reference Map:

* Paragraph 1 – [[1]](https://www.southwalesargus.co.uk/news/25199714.brains-brewery-calls-meta-restore-facebook-page/?ref=rss), [[2]](https://www.wrtv.com/news/wrtv-investigates/wayne-county-farm-gets-facebook-page-back-from-hackers-after-two-month-ordeal)
* Paragraph 2 – [[1]](https://www.southwalesargus.co.uk/news/25199714.brains-brewery-calls-meta-restore-facebook-page/?ref=rss), [[3]](https://abc11.com/facebook-hack-page-password-bakery-near-me/13976557/)
* Paragraph 3 – [[1]](https://www.southwalesargus.co.uk/news/25199714.brains-brewery-calls-meta-restore-facebook-page/?ref=rss), [[2]](https://www.wrtv.com/news/wrtv-investigates/wayne-county-farm-gets-facebook-page-back-from-hackers-after-two-month-ordeal), [[5]](https://www.bpr.org/2021-10-29/facebook-changes-its-corporate-name-to-meta)
* Paragraph 4 – [[2]](https://www.wrtv.com/news/wrtv-investigates/wayne-county-farm-gets-facebook-page-back-from-hackers-after-two-month-ordeal), [[6]](https://www.wpri.com/video/video-now-facebook-rebrands-as-meta-to-emphasize-%E2%80%98metaverse%E2%80%99-vision/7104414/)
* Paragraph 5 – [[1]](https://www.southwalesargus.co.uk/news/25199714.brains-brewery-calls-meta-restore-facebook-page/?ref=rss), [[5]](https://www.bpr.org/2021-10-29/facebook-changes-its-corporate-name-to-meta), [[6]](https://www.wpri.com/video/video-now-facebook-rebrands-as-meta-to-emphasize-%E2%80%98metaverse%E2%80%99-vision/7104414/)

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

## Bibliography

1. <https://www.southwalesargus.co.uk/news/25199714.brains-brewery-calls-meta-restore-facebook-page/?ref=rss> - Please view link - unable to able to access data
2. <https://www.wrtv.com/news/wrtv-investigates/wayne-county-farm-gets-facebook-page-back-from-hackers-after-two-month-ordeal> - The Jones Family Farm in Milton, Indiana, regained access to its Facebook page after a two-month struggle with hackers who had taken control and posted inappropriate content. Despite multiple attempts to contact Meta, the farm's owner, Pamela Jones, faced challenges in restoring the page. The incident highlights the difficulties small businesses encounter when their social media accounts are compromised. The Better Business Bureau advises businesses to have multiple administrators, use multi-factor authentication, and maintain an email list of customers as a backup. ([wrtv.com](https://www.wrtv.com/news/wrtv-investigates/wayne-county-farm-gets-facebook-page-back-from-hackers-after-two-month-ordeal?utm_source=openai))
3. <https://abc11.com/facebook-hack-page-password-bakery-near-me/13976557/> - Two bakeries in Wake County, North Carolina, had their Facebook business pages hacked, leading to significant disruptions. Audrey Jansen's bakery, Beauty and the Batter, experienced its page being altered to 'Funny ADHD,' causing confusion among customers. Despite having two-factor authentication, the page was still compromised. Similarly, Kimberly Klobus's bakery, A Taste of Brooklyn, faced its page being transformed into 'Animal Arts.' Both businesses reported the incidents to Facebook but received no response, underscoring the challenges small businesses face when their social media accounts are hacked. ([abc11.com](https://abc11.com/facebook-hack-page-password-bakery-near-me/13976557/?utm_source=openai))
4. <https://communityforums.atmeta.com/t5/Get-Help/bd-p/Support/page/20> - The Meta Community Forums provide a platform for users to seek assistance with various issues, including account security concerns. Users have reported instances of account theft and difficulties in reaching Facebook customer service. For example, one user recounted how a hacker changed their recovery email and removed their phone number, leading to a loss of account access. Such forums highlight the challenges users face in securing their accounts and the need for effective support channels. ([communityforums.atmeta.com](https://communityforums.atmeta.com/t5/Get-Help/bd-p/Support/page/20?utm_source=openai))
5. <https://www.bpr.org/2021-10-29/facebook-changes-its-corporate-name-to-meta> - In October 2021, Facebook announced a rebranding to 'Meta' to reflect its commitment to developing the 'metaverse,' a virtual environment where users can interact in immersive digital spaces. CEO Mark Zuckerberg described the metaverse as an embodied internet, where users feel present with others. This shift signifies Facebook's strategic move towards virtual reality and augmented reality technologies, aiming to create a more immersive online experience. ([bpr.org](https://www.bpr.org/2021-10-29/facebook-changes-its-corporate-name-to-meta?utm_source=openai))
6. <https://www.wpri.com/video/video-now-facebook-rebrands-as-meta-to-emphasize-%E2%80%98metaverse%E2%80%99-vision/7104414/> - Facebook's rebranding to 'Meta' emphasizes its vision for the 'metaverse,' a virtual reality space where users can interact in a computer-generated environment. CEO Mark Zuckerberg highlighted this shift during a virtual event, signaling the company's focus on immersive digital experiences. The rebranding aims to position Meta at the forefront of virtual reality and augmented reality technologies, moving beyond its origins as a social media platform. ([wpri.com](https://www.wpri.com/video/video-now-facebook-rebrands-as-meta-to-emphasize-%E2%80%98metaverse%E2%80%99-vision/7104414/?utm_source=openai))
7. <https://www.morningbrew.com/stories/2021/10/28/undefined> - Facebook's rebranding to 'Meta' reflects its strategic shift towards the 'metaverse,' a virtual reality space where users can interact in immersive digital environments. CEO Mark Zuckerberg announced the change, emphasizing the company's commitment to building the next chapter of the internet. This move signifies Facebook's expansion beyond its original social media platform, aiming to lead in virtual and augmented reality technologies. ([morningbrew.com](https://www.morningbrew.com/stories/2021/10/28/undefined?utm_source=openai))