# North-east entrepreneur targeted by social media impersonator with offensive farmers' comment



A north-east entrepreneur, Ilim Tanyeli, has expressed his frustration after a social media impersonation incident targeted his business with an offensive remark about farmers, prompting a wave of negative responses from the public. Mr Tanyeli owns FRESH Authentic Turkish Barbers, a barbershop located on West High Street in Inverurie, which he opened in February 2023.

Shortly after the launch of his business, an impostor created a fake Facebook account imitating FRESH Authentic Turkish Barbers, complete with the same name and branding. The fraudulent account had minimal followers—just six—compared to Mr Tanyeli’s official page with 260 followers.

On March 11, the impersonating account left a derogatory comment on a post by Fubar News that warned drivers about hay bales scattered on the road. The comment read: “Stupid farmer get off road.” This remark angered the local community, many of whom mistakenly believed it was posted by Mr Tanyeli himself. Dozens of Facebook users responded with hostility, criticising what they perceived as an inappropriate business stance in a farming community.

Among the replies, one user commented, “not the kind … u should be making if ur trying to run a business in a farming town.” Another stated, “Remember that a lot of ‘stupid farmers’ also need to get their hair cut” and predicted that the barbershop would be boycotted. A further response read, “I’ve never been in a barbers shop but I need fed 3 times a day guess who we can live without,” accompanied by a thinking face emoji. A user also labelled the commenter as having “a big mouth” and declared, “Avoid your shop for sure.”

Mr Tanyeli, who lives in Oldmeldrum and also operates kebab shops in Huntly and Inverurie, as well as a car wash in Inverurie’s Church Terrace, told The Press and Journal: “The fake Facebook profile’s post was damaging to my business. There were at least 30 to 40 people slagging my business off. 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 accounts posted identical negative reviews online, branding FRESH barbershop with an “Unfriendly atmosphere” and claiming it displayed a “very bad attitude” due to a supposed dislike of farmers. These posts instructed others not to recommend the business.

Ironically, Mr Tanyeli revealed that much of his business’s customer base actually comes from the agricultural sector. 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 the false comment, “So, why would I post something like that?”

The incident has been reported to Consumer Advice Scotland, which may forward details to Trading Standards for further investigation. Aberdeenshire Council confirmed receiving notification of the complaint from Consumer Advice Scotland.

This case highlights how online impersonation and misinformation can impact local businesses, especially in communities tightly linked to industries such as agriculture. Mr Tanyeli continues to operate his multiple businesses in the region amidst recovering from this social media controversy.

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

## Bibliography

1. <https://www.noahwire.com> - This is the source of the article detailing the social media impersonation incident involving Ilim Tanyeli and his business, FRESH Authentic Turkish Barbers, in Inverurie.
2. <https://www.beautynailhairsalons.com/GB/Inverurie/735877119821265/Aceofblades2-turkish-barbers-inverurie> - This page provides information about Ace of Blades Turkish Barber, a barbershop located at 26 Market Place, Inverurie, which may be relevant to the local barbershop scene.
3. <https://guide.in.ua/business/10592792/turkish-razor-kintore> - This listing offers details about Turkish Razor, a barbershop situated at The Square, Kintore, Inverurie, providing context on other Turkish barbershops in the area.
4. <https://www.fresha.com/lvp/sami-barbers-traditional-turkish-barbers-the-square-yXZ2AD> - This page features Sami Barbers, a traditional Turkish barbershop located at 8 The Square, Huntly, offering services that might be of interest to those in the Inverurie area.
5. <https://guidebiz.com/business/10452878/authentic-turkish-barbers-glengormley> - This listing provides information about Authentic Turkish Barbers, located at 158B Antrim Road, Glengormley, Newtownabbey, offering traditional Turkish grooming services.
6. <https://www.chamberofcommerce.uk/business-directory/scotland/huntly/barber-shop/114909-fresh-turkish-barbers> - This directory entry details Fresh Turkish Barbers, located at 8 The Square, Huntly, Scotland, providing insights into the local barbershop landscape.
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