



WHY COKE WENT DARK ON TWITTER FOR NEARLY TWO HOURS DURING THE SUPER BOWL

Coca Cola was unable to post its tweets between 8:22 p.m. and 10 p.m. eastern time on February 15th as it had reached the quota limit set by Twitter, which is a limitation to filter spam. Coca Cola exceeded the limit due to the fact that it personally responded to the votes of people for a particular show. Coca Cola has asked twitter for exemptions through paper work.

Read the full article here:

[Why Coke Went Dark On Twitter For Nearly Two Hours During the Super Bowl](#)

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