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Monday December 1, 2008

Use Twitter to Follow Cyber Monday Outages

Categories: Blogs & RSS
Tags: shopping, Twitter

Maybe it's the holiday spirit. Perhaps it's a passion for capitalism. Most likely it's just a Twitter member with way too much time on his/her hands. Whatever the reason, it's now possible to find out which of your favorite online storefronts are down this Cyber Monday using the popular micro-blogging site.

A member of retail blog StorefrontBackTalk is tracking all of the retail store outages using Twitter. Subscribing to the feed will keep you clued into such goings on as "Gap.com is down. Not slow, but down as in Gap has put up a 'We're sorry' page. More details shortly..." and the sequel: "Gap itself is reporting that it's back up, after 45 minutes of being down 'across all brands.' Reason: "Unprecedented levels of traffic."

If nothing else, the feed should provide a hopeful reminder that, while it might be down, America's enthusiasm for binge shopping is certain not out.

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Posted By: Brian Heater
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