



# SoMe<sup>🐦</sup> calendar for geeks

365+ ideas on how to keep your social media presence alive when working within games, comics, tech or other geek industries.

[www.thomasberger.dk](http://www.thomasberger.dk)



# Make the world more fun

There are a number of different reasons for you as a company to use social media; engagement, lead generation, sales, brand awareness and so forth. The why and the how should be part of your overall communication and marketing strategy – if you don't have one I would be happy to help you with that.

For now I just want to point out the obvious fact of being a company on social media – your competition out there are not other companies but rather your followers' friends and acquaintances.

To keep your social media presence alive you need to create and share content that your followers want to spend as much time on as they spend on their friends' posts about pets, food and children. You need to create posts they want to share as part of their overall conversation on social media.

Coming up with ideas for regular content can be hard work – and making use of the way too many more or less official days of the year can be a great asset in the creative process.

That is why this calendar is not meant as a guide but merely as an inspirational tool if you do social media within games, comics, tech and similar geek industries – what works for you is of course tightly connected to your tone-of-voice, brand, resources etc. and not for me to say.

I would however encourage everyone who works in social media to do two things. One is to once in a while take a stand on something actually important. Second is to let a little stupid and crazy into your communication – it makes the world more fun.

*Thomas Berger*

Communications consultant

tb@thomasberger.dk

- 1** Bloody Mary Day
- 2** National Science Fiction Day
- 3** Festival of Sleep
- 4** Trivia Day
- 5** Whipped Cream Day
- 6** Sherlock Holmes' birthday
- 7** Bobblehead Day
- 8** Roy Batty's Incept date (Blade Runner)
- 9** Static Electricity Day
- 10** Peculiar People Day
- 11** Step In A Puddle And Splash Your Friends Day
- 12** Kiss a Ginger Day
- 13** Rubber Duckie Day
- 14** Poetry At Work Day
- 15** Wikipedia Day
- 16** Appreciate A Dragon Day
- 17** Kid Inventors' Day
- 18** Winnie the Pooh Day
- 19** Buffy Summers' birthday (Buffy the Vampire Slayer)
- 20** Penguin Awareness Day
- 21** International Sweatpants Day
- 22** Hot Sauce Day
- 23** Handwriting Day
- 24** Beer Can Appreciation Day
- 25** Opposite Day / Apple Computer Day
- 26** Peanut Brittle Day
- 27** National Chocolate Cake Day
- 28** International Lego Day
- 29** Puzzle day
- 30** Inane Answering Message Day
- 31** Backward Day

Second Monday of January is Clean off Your Desk Day.

Last Monday of January is Bubble Wrap Appreciation Day.

This day is also Spaghetti Day. So how about sharing your ultimate (on brand) spaghetti recipe for your followers to cook and enjoy.

Angoulême International Comics Festival takes place end of January

- 1** Ice Cream For Breakfast Day
- 2** Groundhog Day
- 3** Carrot Cake Day
- 4** The Sims launched on this day in 2000
- 5** World Nutella Day
- 6** Frozen Yogurt Day
- 7** Periodic Table Day
- 8** Kite Flying Day
- 9** Pizza Day
- 10** Umbrella Day
- 11** Get Out Your Guitar Day
- 12** Darwin Day
- 13** Get A Different Name Day
- 14** International Book Giving Day
- 15** Hippo Day
- 16** Do a Grouch a Favor Day
- 17** Random Acts of Kindness Day
- 18** Battery Day
- 19** International Tug-of-War Day
- 20** Cherry Pie Day
- 21** Sticky Bun Day
- 22** Be Humble Day
- 23** Banana Bread Day
- 24** Twin Peaks Day
- 25** Chili Day
- 26** Tell A Fairy Tale Day
- 27** Pokemon Day
- 28** Public Sleeping Day

Second monday of February is Clean Out Your Computer Day.

No need to overcomplicate things — just ask your followers; if they had to live the same day over and over, what day would that be?

Design a kite related to your brand and release it for your followers to construct and fly.

Second Wednesday of February is Stop Bullying Day.

- 1** World Compliment Day
- 2** Old Stuff Day
- 3** What If Cats and Dogs Had Opposable Thumbs Day
- 4** Game Master's Appreciation Day / Toy Soldier Day
- 5** Cheese Doodle Day
- 6** The Day of the Dude
- 7** Cereal Day
- 8** International Women's Day
- 9** Barbie Day
- 10** Mario Day
- 11** Thomas (Neo) Anderson's birthday
- 12** Homer Simpson's birthday
- 13** Open An Umbrella Indoors Day
- 14** Pi Day
- 15** Everything You Think is Wrong Day
- 16** Panda Day
- 17** Saint Patrick's Day
- 18** Awkward Moments Day
- 19** Let's Laugh Day
- 20** World Storytelling Day
- 21** Common Courtesy Day
- 22** James T. Kirk's birthday
- 23** Puppy Day
- 24** Chocolate Covered Raisins Day
- 25** Tolkien Reading Day
- 26** Make Up Your Own Holiday Day
- 27** International Whisky Day
- 28** Something On A Stick Day
- 29** Smoke and Mirrors Day
- 30** First appearance of Batman (Detective Comics # 27, 1939)
- 31** World Backup Day

First Friday of March is Take Your Action Figure To Work Day

Could be as simple as putting all the "old stuff" on sale in your web store or ingame store.

Storytelling is at the core of any marketing activity. So tell your followers a story — real or true — but in a manner that is engaging. Could be just raw video footage of one or more team members telling a story directly to the camera — doesn't always need to be pretty as long as it has heart.

- 1** Bart Simpson's birthday
- 2** World Autism Day
- 3** Film Score Day
- 4** Pac-Man debuted on this day in 1980
- 5** Star Trek First Contact Day
- 6** World Table Tennis Day
- 7** No Housework Day
- 8** Zoo Lovers Day
- 9** Unicorn Day
- 10** Encourage a Young Writer Day
- 11** Pet Day
- 12** Walk On Your Wild Side Day
- 13** Scrabble Day
- 14** Reach as High as You Can Day
- 15** Anime Day
- 16** Wear Your Pajamas To Work Day
- 17** Haiku Poetry Day
- 18** First appearance of Superman (Action Comics # 1, 1936)
- 19** Bicycle Day
- 20** Chinese Language Day
- 21** World Creativity and Innovation Day
- 22** Jelly Bean Day
- 23** Talk Like Shakespeare Day
- 24** Firefly Day (the tv-show not the bug)
- 25** DNA Day
- 26** Alien Day
- 27** Morse Code Day
- 28** Superhero Day
- 29** World Wish Day
- 30** International Tabletop Day

The entire month of April is Mathematics and Statistics Awareness Month.

You should not engage in Corporate Social Responsibility just because some consultant tells you to — your followers will sense if you are being shallow and punish you for it. However, they will respond in a positive manner if your engagement is real and sincere. Find the cause that is true to your company and its values. For me it's about creating awareness about autism — hence the inclusion of World Autism Day in this calendar.

You could give your followers a one day voucher code for your game, a discount code for your web store or simply post a competition — just do it in morse code to make it a challenge.

Third Thursday of April is High Five Day.

- 1** Batman Day
- 2** International Harry Potter Day
- 3** Paranormal Day
- 4** Star Wars Day
- 5** Cartoonists' Day
- 6** World Laughter Day
- 7** Paste Up Day
- 8** No Socks Day
- 9** Kermit the Frog's birthday
- 10** Stay Up All Night Night
- 11** Twilight Zone Day
- 12** Limerick Day
- 13** Leprechaun Day
- 14** Dance Like a Chicken Day
- 15** Chocolate Chip Day
- 16** Sea Monkey Day
- 17** Work From Home Day
- 18** International Day for Museums
- 19** Devil's Food Cake Day
- 20** Be a Millionaire Day
- 21** Talk Like Yoda Day
- 22** Sherlock Holmes Day
- 23** Title Track Day
- 24** Brother's Day
- 25** Geek Pride Day / Towel Day
- 26** National Paper Airplane Day
- 27** Cellophane Tape Day
- 28** Hamburger Day
- 29** Paper Clip Day
- 30** Loomis Day
- 31** Web Designer Day

First Saturday of May is Free Comic Book Day.

First Tuesday of May is World Password Day.

It may require a bit of poetry talent among your team — but write a limerick, record it and share it. If you do it well your followers will both like and share it.

Design a cool paper airplane for your followers to print out.

- 1** Go Barefoot Day
- 2** Leave The Office Earlier Day
- 3** World Bicycle Day
- 4** Donut Day
- 5** Ferris Bueller's Day Off
- 6** Yo-Yo Day
- 7** VCR Day
- 8** Best Friends Day
- 9** Donald Duck Day
- 10** Ball Point Pen Day
- 11** Yarn Bombing Day
- 12** Marty McFly's birthday
- 13** Jason Vorhees' birthday (Friday the 13th)
- 14** World Blood Donor Day
- 15** Smile Power Day
- 16** Captain Picard Day
- 17** Tessellation Day
- 18** World Panic Day
- 19** Garfield The Cat Day
- 20** Vanilla Milkshake Day
- 21** Go Skateboarding Day
- 22** Onion Rings Day
- 23** Typewriter Day
- 24** Fairy Day
- 25** Take Your Dog To Work Day
- 26** Chocolate Pudding Day
- 27** Sunglasses Day
- 28** International Body Piercing Day / CAPS LOCK DAY
- 29** Camera Day
- 30** Social Media Day

Electronic Entertainment Expo (E3) takes place in Los Angeles in the middle of June.



One should not be afraid to grab some low-hanging fruit once in a while. Do a simple competition and ask your followers to name which of their friends deserve the price. It's basic and it works.



Write your post this day on an old typewriter (or make it look like you did) and share the images — it's a nice break from the usual.



- 1** Indiana Jones' birthday
- 2** World UFO Day
- 3** Stay Out Of The Sun Day
- 4** Barbecue Day
- 5** Mechanical Pencil Day
- 6** World Kissing Day
- 7** Tell The Truth Day
- 8** Math 2.0 Day
- 9** Sugar Cookie Day
- 10** Piña Colada Day
- 11** World Population Day
- 12** Etch A Sketch Day
- 13** Embrace your Geekness Day
- 14** Tape Measure Day
- 15** Gummi Worm Day
- 16** World Snake Day
- 17** Tattoo Day
- 18** Ice Cream Day
- 19** Lollipop Day
- 20** International Chess Day
- 21** Junk Food Day
- 22** Hammock Day
- 23** Sprinkle Day
- 24** Tell An Old Joke Day
- 25** Merry-Go-Round Day
- 26** All or Nothing Day
- 27** Gary Gygax Day
- 28** Milk Chocolate Day
- 29** Don't Be a Dick Day
- 30** Paperback Book Day
- 31** Harry Potter's birthday

San Diego Comic Con (usually) takes place on the third weekend of July.

I dare you to tell your followers the truth! ... It could be the truth about a feature in your game or character in your book that came to be by accident.

Share the team's ink with your followers - get them to share theirs with you.  
Or perhaps dare your CEO to get the company logo tattooed and make a video of it.

## SoMe calendar for geeks / August

<b>1</b>	World Wide Web Day
<b>2</b>	Coloring Book Day
<b>3</b>	Watermelon Day
<b>4</b>	Chocolate Chip Cookie Day
<b>5</b>	India Pale Ale Day
<b>6</b>	Balloons to Heaven Day
<b>7</b>	Particularly Preposterous Packaging Day
<b>8</b>	International Cat Day
<b>9</b>	Book Lovers Day
<b>10</b>	Lazy Day
<b>11</b>	Play In The Sand Day
<b>12</b>	Vinyl Record Day
<b>13</b>	International Lefthanders Day
<b>14</b>	Tattoo Removal Day
<b>15</b>	Relaxation Day
<b>16</b>	Tell A Joke Day
<b>17</b>	Thrift Shop Day
<b>18</b>	Bad Poetry Day
<b>19</b>	World Photography Day
<b>20</b>	Hawaiian Shirt Day
<b>21</b>	Poet's Day
<b>22</b>	Be An Angel Day
<b>23</b>	Ride With the Wind Day
<b>24</b>	International Strange Music Day
<b>25</b>	Kiss And Make Up Day
<b>26</b>	Dog Day
<b>27</b>	International Bat Night
<b>28</b>	Power Rangers Day
<b>29</b>	Judgement Day (Terminator)
<b>30</b>	Slinky Day
<b>31</b>	We Love Memoirs Day

First appearance of Spider-Man was in Amazing Fantasy # 15, published in August 1962.

Gamescom, the world's largest gaming event, takes place in Cologne (usually) at the end of August.

Matter of fact: Parents would love to provide their small kids with coloring pages related to whatever geek stuff they are into — why not make it possible for them?

Skynet goes online August 4th, 1997. It did not become self-aware until August 29th.

International Cosplay Day takes place during last weekend of August.

- 1** Letter Writing Day
- 2** Calendar Adjustment Day
- 3** Skyscraper Day
- 4** Beard Day
- 5** Be Late For Something Day
- 6** Read A Book Day
- 7** Google Commemoration Day
- 8** Star Trek Day
- 9** Wonderful Weirdos Day
- 10** Swap Ideas Day
- 11** No News is Good News Day
- 12** Video Games Day
- 13** Supernatural Day (the tv-show)
- 14** Cream Filled Doughnut Day
- 15** Double Cheeseburger Day
- 16** Play Doh Day
- 17** Optimus Prime Day
- 18** Locate An Old Friend Day
- 19** Talk Like a Pirate Day
- 20** Unification Day/Malcolm Reynold's birthday (Firefly)
- 21** Miniature Golf Day
- 22** Hobbit Day
- 23** International Day of Sign Languages
- 24** Punctuation Day
- 25** One-Hit Wonder Day
- 26** European Day of Languages
- 27** Crush a Can Day
- 28** Ask a Stupid Question Day
- 29** World Heart Day
- 30** Thunderbirds Day

Tokyo Game Show takes place in September.

How about sharing photos of the team members' beards. Or maybe send a team member with a big beard to the barber, have a really cool shave done, make a video — dare your followers to style their beards.

This day is also Binge Day — share your recommendations on what shows to binge in a way that involves your brand but still provides value to your customers.

- 1** International Coffee Day
- 2** Name Your Car Day
- 3** Techies Day / Virus Appreciation Day.
- 4** Day of Bullying Prevention
- 5** Chic Spy Day
- 6** Mad Hatter Day
- 7** LED Light Day
- 8** World Octopus Day
- 9** Beer and Pizza Day
- 10** World Mental Health Day
- 11** Coming Out Day
- 12** Face Your Fears Day
- 13** International Suit Up Day
- 14** International Top Spinning Day
- 15** Global Handwashing Day
- 16** Steve Jobs Day
- 17** Playing Card Collection Day
- 18** Jayne Day (Firefly)
- 19** Evaluate Your Life Day
- 20** Information Overload Day
- 21** Marty McFly Day
- 22** CAPS LOCK DAY
- 23** iPod Day
- 24** United Nations Day
- 25** Punk for a Day Day
- 26** Howl At The Moon Day
- 27** Black Cat Day
- 28** Animation Day
- 29** Internet Day
- 30** Checklist Day
- 31** Magic Day

New York Comic Con takes place first weekend of October,

It takes a bit of gut for a company to engage in social matters like this, but being in a geek industry almost certainly means that several of your team members have experiences to share that could help young people struggling with bullying.

Sure, the iPod is a thing of the past by now, but it could still work well to have the team share what music they would bring on an iPod to a deserted island — and ask your followers to share their picks as well.

Physicist William Higinbotham created first ever video game 'Tennis for Two' in October 1958.

<b>1</b>	Authors' Day
<b>2</b>	Deviled Egg Day
<b>3</b>	Cliché Day
<b>4</b>	Use Your Common Sense Day
<b>5</b>	Guy Fawkes Night
<b>6</b>	Nachos Day
<b>7</b>	Hug A Bear Day
<b>8</b>	International Tongue Twister Day
<b>9</b>	Chaos Never Dies Day
<b>10</b>	Sesame Street Day
<b>11</b>	James Bond's birthday
<b>12</b>	Happy Hour Day
<b>13</b>	Symphonic Metal Day
<b>14</b>	Loosen Up, Lighten Up Day
<b>15</b>	I Love To Write Day
<b>16</b>	International Day for Tolerance
<b>17</b>	Homemade Bread Day
<b>18</b>	Mickey Mouse Day
<b>19</b>	Have A Bad Day Day / World of Warcraft released 2004
<b>20</b>	Name Your PC Day
<b>21</b>	World Television Day
<b>22</b>	Go For A Ride Day
<b>23</b>	TARDIS Day
<b>24</b>	Jukebox Day
<b>25</b>	Blase' Day
<b>26</b>	Day of Listening!
<b>27</b>	The Anniversary of Samantha Mulder's Abduction (The X Files)
<b>28</b>	French Toast Day
<b>29</b>	Electronic Greetings Day
<b>30</b>	Computer Security Day

Second monday of January is Clean off Your Desk Day.

Last monday of January is Bubble Wrap Appreciation Day.

If the mouse doesn't fit your style this day is also Occult Day — so time to share that (photoshopped?) image of the company ghost.



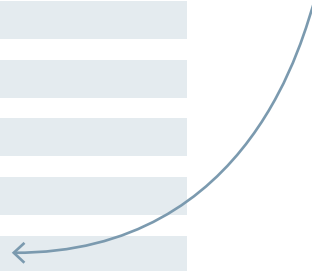
This day is also Fibonacci Day — sure, it is pretty geeky, but if you can sneak a fibonacci sequence into a post, some followers will notice and appreciate it.



- 1** World AIDS Day
- 2** Mutt Day
- 3** Make A Gift Day
- 4** Dice Day
- 5** Day Of The Ninja
- 6** Microwave Oven Day
- 7** Cotton Candy Day
- 8** Pretend To Be A Time Traveler Day
- 9** Techno Day
- 10** Human Rights Day
- 11** App Day
- 12** Gingerbread House Day
- 13** Hot Cocoa Day
- 14** Monkey Day
- 15** Cat Herders Day
- 16** Chocolate Covered Anything Day
- 17** Wright Brothers Day
- 18** Bake Cookies Day
- 19** Hard Candy Day
- 20** Games Day
- 21** Dalek Remembrance Day
- 22** Forefathers' Day
- 23** Festivus
- 24** Eggnog Day
- 25** Pumpkin Pie Day
- 26** Thank You Note Day
- 27** Make Cut-out Snowflakes Day
- 28** Card Playing Day
- 29** Tick Tock Day
- 30** Bacon Day
- 31** Make Up Your Mind Day

Second Saturday of December is Shareware Day.


Who's to say that you can't cover an action figure, comic book or a game controller in chocolate — perfect opportunity to create a photo or video that might go viral.



This day is also Crossword Puzzle Day so how about posting one for your followers to solve?



Third Friday of December is Ugly Christmas Sweater Day.



Errors were made – it would be presumptuous to assume otherwise.  
So please make me aware of them, and I will update this calendar.

Thomas Berger • [tb@thomasberger.dk](mailto:tb@thomasberger.dk)