SunPass - Content Calendar

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| Priority | Image | **Title & Link** | Publication Date | Character Count | Link | Assigned To | Posted |
|  |  | **SUNPASS SOCIAL MEDIA CONTENT CALENDAR** |  |  |  |  |  |
|  |  | **2020 Posts** |  |  |  |  |  |
|  |  | **2021 Posts** |  |  |  |  |  |
|  |  | **2022 Posts** |  |  |  |  |  |
|  |  | **January 2022** |  |  |  |  |  |
|  |  | **February 2022** |  |  |  |  |  |
|  |  | **March 2022** |  |  |  |  |  |
|  |  | **April 2022** |  |  |  |  |  |
|  |  | **Week 1** |  |  |  |  |  |
|  |  | Get a SunPass Mini for only $4.99 and start saving an average of 25% on tolls today! Visit SunPass.com to find out where to purchase your SunPass. (Use this link, <https://www.sunpass.com/en/about/whereToPurchaseSunPass.shtml>  Update to SunPass Mini graphic |  |  |  |  |  |
|  |  | Traveling through the new extension of the Suncoast Parkway/State Road (SR) 589? Get your SunPass today and start saving on tolls! |  |  |  |  |  |
|  |  | **Week 2** |  |  |  |  |  |

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|  |  | You can access your #SunPass account online 24 hours a day, 7 days a week to add funds, update your account information, submit a service request and more. Visit SunPass.com or download SunPass mobile app. |  |  |  |  |  |
|  |  | Happy Easter from SunPass! |  |  |  |  |  |
|  |  | **Week 3** |  |  |  |  |  |
|  |  | Celebrate Earth Day by switching your SunPass Statements to paperless! #EarthDay #GoGreen #GoPaperless  Update graphic to stay Statements not billing |  |  |  |  |  |
|  |  | Have one less thing to worry about with Easy Pay. Add a credit or debit card to your SunPass account and select Easy Pay. Learn more at SunPass.com (use this link, <https://www.sunpass.com/en/about/cash.shtml> ) |  |  |  |  |  |
|  |  | **Week 4** |  |  |  |  |  |

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|  |  | Change the State of Driving and purchase your SunPass PRO today at SunPass.com, Florida's Turnpike Service Plazas, and select retailers. |  |  |  |  |  |
|  |  | SunPass puts you in the driver’s seat. Manage your account on the go with the FREE SunPass Mobile App. |  |  |  |  |  |
|  |  | **May 2022** |  |  |  |  |  |
|  |  | **June 2022** |  |  |  |  |  |
|  |  | **July 2022** |  |  |  |  |  |
|  |  | **August 2022** |  |  |  |  |  |
|  |  | **September 2022** |  |  |  |  |  |
|  |  | **October 2022** |  |  |  |  |  |
|  |  | **November 2022** |  |  |  |  |  |
|  |  | **December 2022** |  |  |  |  |  |