



Web page: wmata.com/silverline

Hashtag: #SilverLineExtension #RideSilver

Sample e-Newsletter Copy:

START OF SERVICE ANNOUNCEMENT (Video: [Service Map Animation Video](#)):

Doors Opening! On November 15, the Silver Line Extension will officially open for customers! Six new stations, endless possibilities.

Plane to train, bus to train, car to train, bike to train, walk to train, there are endless possibilities connecting you to the Silver Line and all that Metro has to offer. We invite you to see how far Metro can take you!

Next steps: Load your [SmartTrip® card](#), study the new Metro [system map](#), and be sure you are signed up for updates. Visit wmata.com/silverline for your one-stop source of Silver Line Extension news. **RIDE SILVER!**

VIRTUAL STATION TOURS (Video Options: [Virtual Ashburn Station Tour](#) or [Virtual Dulles Station Tour](#)):

Meet your new Silver Line Extension stations!

Coming soon! Metro invites you for a virtual sneak peek of the six new Silver Line Stations: [Reston Town Center](#), [Herndon](#), [Innovation Center](#), [Washington Dulles International Airport](#), [Loudoun Gateway](#), and [Ashburn](#). See what awaits you at each station, from the fare gates to the platforms. Metro Board Member Matt Letourneau kicks off the virtual tour series with a welcome message filmed at Ashburn's station, and the Dulles station video shows riders how easy it is to connect from plane to train!

Metro is also excited to announce the release of a refreshed [system map](#) to include the six new station stops on the Silver Line. To take your virtual station tour, learn more about the Silver Line Extension, and sign up for regular updates, visit wmata.com/silverline.

Metro looks forward to welcoming its Silver Line Extension passengers in November!



Sample Social Media Copy for Fall:

START OF SERVICE ANNOUNCEMENT (Video: [Service Map Animation Video](#)):

@MetroForwards's new [#SilverLineExtension](#) stations are opening on November 15! 🗺️ That means you'll now have service to Reston Town Center, Herndon, Innovation Center, Washington Dulles International Airport, Loudoun Gateway, and Ashburn! 🚇
wmata.com/silverline

Shortened for Twitter:

.@wmata's new [#SilverLineExtension](#) stations are opening on November 15! 🗺️ That means you'll now have service to Reston Town Center, Herndon, Innovation Center, Washington Dulles International Airport, Loudoun Gateway, and Ashburn! 🚇
wmata.com/silverline

VIRTUAL VIDEO TOUR POST (Video: [Virtual Dulles Station Tour](#)):

Coming soon! Metro is getting ready to welcome customers to six new Silver Line stations opening November 15. In the meantime, Metro invites you to a virtual sneak peek of the six new Silver Line Stations: Reston Town Center, Herndon, Innovation Center, Washington Dulles International Airport, Loudoun Gateway, and Ashburn.

🚇 To take your virtual station tour, learn more about the Silver Line Extension, and to sign up for regular updates, visit [wmata.com/silverline](#)

Which station tour do you like best? Share in the comments below!

Shortened for Twitter:

.@wmata is putting the final touches on the [#SilverLineExtension](#) opening November 15 🚇. Take a virtual sneak peek of the six new stations here: [wmata.com/silverline](#)
Which is your fave? Let us know in the replies!

METRO MAP POST (Video: [Station Map](#)):

The [#SilverLineExtension](#) is almost here and Metro has all the info you need for when the stations open! Make sure to check out the refreshed Metro map with the six newest stations on the Silver Line: Reston Town Center, Herndon, Innovation Center, Washington Dulles International Airport, Loudoun Gateway, and Ashburn. 🗺️ ❤️

To access the refreshed map, take virtual station tours, learn more about the Silver Line Extension, and to sign up for regular updates, visit [wmata.com/silverline](#)



Shortened for Twitter:

.@wmata has the details you want on all things #SilverLineExtension! Check out their refreshed Metro map with the six newest stations on the Silver Line! 🗺️ ❤️

To view the map, take virtual station tours, and sign up for updates, visit wmata.com/silverline