

### **Sample Email Newsletter Copy:**

Whether you're going back to the office or to school, let Metro take you where you need to go this Fall. If you haven't ridden with us in a while, here are some tips to help you prepare for your return:

- [Plan your trip with confidence.](#)
  - Starting September 5<sup>th</sup>, we're adding more trains and busses and offering discounts to make your return easier.
- [Mask up to protect those around you.](#)
  - Federal law requires facial coverings be worn by all riders and employees.
- [Download the SmarTrip® app.](#)
  - Check your balance, reload your card, and so much more, right from your phone.
- [Replace your old SmarTrip card if it's from 2012 or before.](#)
  - New, more reliable faregates are coming, but your old SmarTrip card won't work. Let us replace it for free.
- [Sign up for MetroAlerts.](#)
  - Customize your alerts to be informed of any important information related to your favorite routes or stations.

Visit [WMATA.com](http://WMATA.com) for the latest news and information.

### **Sample Social Media Post Copy:**

Whether you're going back to the office or to school, let Metro take you where you need to go this Fall. If you haven't ridden in a while, be sure to check out [www.WMATA.com](http://www.WMATA.com) for the latest news and information to help you prepare for your return. #wmata #DoingOurPart