



## **RD Red Line Construction: Digital Communications Toolkit**

**How you can help:** We understand the Red Line construction will impact our community. As a Metro partner, please keep your communities and customers informed by sharing news through your organization’s social media, website, or newsletter distribution list. To help with this effort, we’ve developed a bilingual communications toolkit to easily share important news and information. We’ve provided suggested content and timeframes for sharing below.

We’re grateful for your continued support - *thank you!*

### **Red Line Service Changes (December 18 – December 30, 2023)**

<b>Sample Newsletter Text (November 2023)</b>
<p>Starting Dec. 18, Metro will make critical Red Lines safety repairs.</p> <p>During the construction, Red Line service will be unavailable between Dupont Circle and Gallery Place. Free shuttle buses will replace trains from Monday, December 18, through Saturday, December 30. In addition to free shuttles, rail service will be available to downtown transfer stations on the Blue, Orange, Silver, Green, and Yellow lines.</p> <p><b>Important Dates and Service Information</b></p> <p><b>Dec. 18–21 and Dec. 25–30, 2023:</b></p> <ul style="list-style-type: none"><li>• No Red Line service between Dupont Circle and Gallery Place</li><li>• Blue, Orange, and Silver line service available at Metro Center</li><li>• Green, Yellow, and Red line (to/from Glenmont) service available at Gallery Place</li></ul> <p><b>Dec. 22–24, 2023</b></p> <ul style="list-style-type: none"><li>• No Red Line service between Dupont Circle and Union Station</li><li>• Blue, Orange, and Silver line service available at Metro Center</li><li>• Green and Yellow line service available at Gallery Place</li></ul> <p>Metro recommends customers plan ahead and add extra time for their commute. Learn more about shuttle bus and travel alternatives at <a href="http://wmata.com/majorconstruction">wmata.com/majorconstruction</a>.</p>



## Sample Social Media Posts (First week of December)

### Facebook:

For those who ride Metro's Red Line, be aware that there will be no service between Dupont Circle and Gallery Place from Monday, Dec. 18, through Saturday, Dec. 30, so Metro can make critical repairs and upgrades.

Metro will provide free shuttle service to replace trains. The shuttles will operate during Metrorail hours. Downtown stations will still be served by other Metro line.

### Dec. 18–21 and Dec. 25–30, 2023

Buses replace trains between Dupont Circle and Gallery Place

### Dec. 22–Dec. 24, 2023)

Buses replace trains between Dupont Circle and Union Station

Learn more, plan ahead, and get travel alternatives at [wmata.com/majorconstruction](https://wmata.com/majorconstruction)

### Instagram:

Attention Red Line riders! Starting December 18, Metro will begin a two-week construction project to perform critical safety repairs. Red Line service will be unavailable between Dupont Circle and Gallery Place. Free shuttle buses will replace trains.

**Learn more, plan ahead, and get travel alternatives at [wmata.com/majorconstruction](https://wmata.com/majorconstruction)**

### Twitter:

Attention Red Line riders! Due to the Metro's Red Line Major Construction, Red Line service will be unavailable between Dupont Circle and Gallery Place starting December 18. Free shuttle buses will replace trains.

For more information visit [wmata.com/majorconstruction](https://wmata.com/majorconstruction)



## Social Media Posts (Week of December 11)

### Facebook:

Heading downtown to a museum, sporting event, show, or for some holiday shopping between Dec. 18 –30?

Metro is doing critical safety work on the Red Line, so plan ahead and check out travel alternatives to keep you moving.

Check out Metro's website for free shuttle bus options.

Visit [wmata.com/majorconstruction](http://wmata.com/majorconstruction)

### Instagram:

Heading downtown to a museum, sporting event, show, or for some holiday shopping between Dec. 18 – Dec. 30?

Metro is completing critical safety repairs, but there are plenty of travel alternatives to keep you moving while they complete the work.

Check out Metro's website and plan ahead. Free shuttle buses will replace trains.

Visit [wmata.com/majorconstruction](http://wmata.com/majorconstruction)

### Twitter:

Heading downtown to a museum, sporting event, show, or for some holiday shopping between Dec. 18 – Dec. 30?

Metro is completing critical safety repairs, but there are plenty of travel alternatives to keep you moving while they complete the work.

Check out Metro's website and plan ahead. Free shuttle buses will replace trains.

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