**Metrolink Weekend Summer 2025**

**Social copy**

INSTAGRAM

Text (version 1-website):

Hop onboard Metrolink and escape by train on a Summer Daycation. Our site offers over 42 trip ideas ranging from sandy beaches, historic sites, and cool places to take your bike. All aboard Metrolink and enjoy some summer fun!

Call to Action (link to website):

LEARN MORE

Text (version 2-Sweepstakes):

Enter our weekly drawing for a chance to win two roundtrip Metrolink tickets and our monthly drawing for a $100 gift card for you to spend on your Summer train adventure. Hop onboard and escape for a summer adventure!

Call to Action (link to website):

ENTER NOW

Text (version 3-New fare):

Forget traffic! Don’t worry about parking. Escape for the day on Metrolink. It’s just $10 per adult round trip on the weekend with the new SoCal Day Pass and kids 17 and under ride free! (Up to 3 kids per paying adult).

Call to Action (link to website):

LEARN MORE

FACEBOOK

Primary text (version 1):

Hop onboard Metrolink and escape by train on a Summer Daycation. Our site offers a wealth of trip ideas ranging from sandy beaches, historic sites, and cool places to take your bike. All aboard Metrolink and enjoy some summer fun!

Headline:

Over 42 trip ideas that start with a train ride.

Call to Action (link to website):

LEARN MORE (or EXPLORE!)

Primary text (version 2):

Enter our weekly drawing for a chance to win two roundtrip Metrolink tickets and our monthly drawing for a $100 gift card for you to spend on your Summer train adventure. Hop onboard and escape for a summer adventure!

Headline:

Enter our Summer Sweepstakes today!

Call to Action (link to website):

ENTER NOW

Primary text (version 3):

Forget traffic! Don’t worry about parking. Escape for the day on Metrolink. It’s just $10 per adult round trip on the weekend with the new SoCal Day Pass and kids 17 and under ride free! (Up to 3 kids per paying adult).

Headline:

Save with Metrolink’s new SoCal Day Pass!

Call to Action (link to website):

LEARN MORE