**TEXPRESS LANES SOCIAL MEDIA POSTS**

**TEXpress posts to be used with graphics:**

1. **Discounts**

**Facebook/IG:**

TollTag customers and carpoolers get the lowest rates on #TEXpress Lanes! Carpoolers can download the GoCarma app to activate HOV discounts. Visit [gocarma.com/dfw](https://www.gocarma.com/dfw) for information.



**(FB Graphic)**

**Twitter:**

TollTag customers & carpoolers get the lowest rates on #TEXpress Lanes. Get the GoCarma app and save! [gocarma.com/dfw](https://www.gocarma.com/dfw)

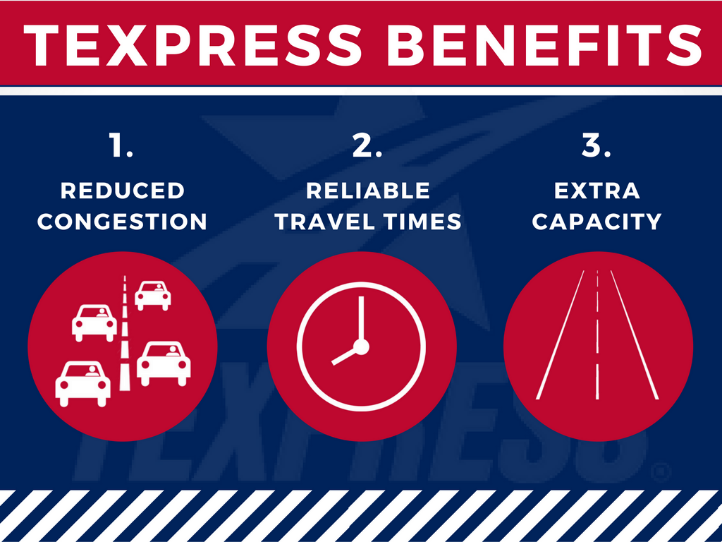


**(TW Graphic)**

1. **Benefits**

**Facebook/IG:**

#TEXpress Lanes consist of corridors with rebuilt frontage roads, non-tolled highway lanes and tolled lanes, resulting in reliable travel times and less congestion. Register and save today! [gocarma.com/dfw](https://www.gocarma.com/dfw)

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**(FB Graphic)**

**Twitter:**

#TEXpress Lanes result in reliable travel times and less congestion. [gocarma.com/dfw](https://www.gocarma.com/dfw)



**(TW Graphic)**

1. **Easy to Use**

**Facebook/IG:**

#TEXpress Lanes are easy to use withdedicated entrance and exit ramps, plus clearly marked prices at each entrance. Visit [gocarma.com/dfw](https://www.gocarma.com/dfw) to plan learn more.

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**(FB Graphic)**

**Twitter:**

#TEXpress Lanes are easy to use with dedicated entrances marked with pricing info. [gocarma.com/dfw](https://www.gocarma.com/dfw)



**(TW Graphic)**

1. **Your Choice**

**Facebook/IG:**

Choose to pay for a more predictable travel experience on #TEXpress Lanes or choose to drive in the rebuilt adjacent non-tolled lanes. You decide each time you drive on a roadway with TEXpress Lanes. Visit [gocarma.com/dfw](https://www.gocarma.com/dfw).

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**(FB Graphic)**

**Twitter:**

Choose a reliable commute & predictable travel times when you drive #TEXpress Lanes.

[gocarma.com/dfw](https://www.gocarma.com/dfw)



**(TW Graphic)**

**Less Stress – Skip the Line**

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**Facebook:**

TEXpress Lanes lower the stress of commuting. #TEXpress Lanes are separated from the general highway lanes and have fewer entrance and exit ramps. Skip the line for a more reliable commute. [gocarma.com/dfw](https://www.gocarma.com/dfw)

**Twitter:**

#TEXpress Lanes lower the stress of commuting. Skip the line for a more reliable commute. [gocarma.com/dfw](https://www.gocarma.com/dfw)

1. **Ease of Payment**

**Facebook/IG:**

Payment for driving on #TEXpress Lanes is easy!Drivers can pay electronically with TollTag, TxTAG or EZ TAG accounts or through NTTA’s ZipCash video pay-by-mail system. Get more information at [gocarma.com/dfw](https://www.gocarma.com/dfw)**.**

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**(FB Graphic)**

**Twitter:**

Payment for driving on #TEXpress Lanes is easy! Pay electronically with a TollTag or pay-by-mail. [gocarma.com/dfw](https://www.gocarma.com/dfw)



**(TW Graphic)**

**Social Media Posts for Three Testimonial Videos:**

1. **Stephen Apple Testimonial**

**Facebook:**

Stephen bypasses traffic by taking the #TEXpress Lanes for a more relaxing trip to his destination.

**Twitter:**

Stephen gets to his destination faster and more relaxed with #TEXpress Lanes.

1. **Kay Byfield Testimonial**

**Facebook:**

Kay arrives to see her grandkids feeling happy and relaxed with a stress-free drive on #TEXpress Lanes.

**Twitter:**

Kay takes the tension out of her travel by taking the #TEXpress Lanes to her destination.

1. **Shannon Brown Testimonial Video**

**Facebook:**

Frequent travelers like Shannon can trim minutes off their travel time by taking the #TEXpress Lanes to destinations such as work or the airport.

**Twitter:**

Frequent travelers like Shannon can trim minutes off their travel time by taking the #TEXpress Lanes.

**Social Media Posts for TEXpress educational videos**

**Twitter and Facebook:**

1. **“How to Use the TEXpress Lanes” video**

Want to try #TEXpress Lanes but not sure exactly how to use them? Check out this video to learn about how they work.

(with video: <https://www.youtube.com/watch?v=2vzG3siyeic>)

1. **“How to Use the TEXpress Lanes – Roadway and Pricing Signs” video**

Need help understanding #TEXpress Lane signage and pricing? Check out this video to learn more about how they work.

(with video: <https://www.youtube.com/watch?v=h3fiwUQQRb0>)