**Big Changes Ahead Sample Social Media Posts**

Below are sample copy posts directing residents to DriveProtected.org. In addition, partners can share posts directly from the campaign pages at:

* [www.facebook.com/BigChangesAhead](http://www.facebook.com/BigChangesAhead)
* [www.twitter.com/NoFaultMichigan](http://www.twitter.com/NoFaultMichigan)
* [www.instagram.com/BigChangesAheadMI](http://www.instagram.com/BigChangesAheadMI)

Social media images can be downloaded at DriveProtected.org through the following link: <https://www.driveprotected.org/sites/default/files/documents/social-media-graphics.zip>

**Sample Facebook Posts**

* If you’re a Michigan driver ⚠️ big changes are coming to your auto insurance medical coverage July 1. Learn more at DriveProtected.org.
* Michigan drivers will now choose their medical coverage with their [🚘](https://emojipedia.org/oncoming-automobile/) insurance policies. Stay safe at DriveProtected.org.
* Michigan drivers will now choose their medical coverage with their [🚘](https://emojipedia.org/oncoming-automobile/) insurance policies. Learn how to stay safe at DriveProtected.org.
* Michigan drivers will now choose their medical coverage with their [🚘](https://emojipedia.org/oncoming-automobile/) insurance policies. Know the changes and stay safe at DriveProtected.org
* Your Michigan [🚘](https://emojipedia.org/oncoming-automobile/) insurance protects you from major out-of-pocket expenses after a crash. Learn how to stay safe at DriveProtected.org.
* Your health should be your first concern before you get into a crash, not after 🤕. Learn how you can plan ahead and stay safe at DriveProtected.org.

**Sample Twitter Posts**

* If you have Michigan auto insurance, heads up⚠️, you’ve got big changes ahead. As of July 1, plans no longer automatically include lifetime coverage of medical expenses after a [🚘](https://emojipedia.org/oncoming-automobile/)crash. Learn more at DriveProtected.org.

* Starting July 1, Michigan motorists will no longer automatically have lifetime medical and rehabilitation coverage – Personal Injury Protection (PIP) – in their [🚘](https://emojipedia.org/oncoming-automobile/) insurance policies. Learn more about your options at DriveProtected.org.
* If you have Michigan auto insurance, big changes are coming to your medical coverage July 1. In order to protect yourself from paying thousands or millions in out-of-pocket expenses after a car crash, visit DriveProtected.org.

* As of July 1, Michigan auto insurance medical coverage is changing ⚠️ allowing drivers to choose their level of medical and rehabilitation coverage for serious car crashes. Learn more about your options at DriveProtected.org.

* In 2020, a [🚘](https://emojipedia.org/oncoming-automobile/) crash costs an average of $70,000 for an in-patient hospitalization 💵. Make sure you’re protected from these costs at DriveProtected.org.

* Your health should be your first concern before you get into a crash, not after 🤕. From a broken arm to a spinal cord injury, the costs can take a financial toll on you and your family. Learn how to stay safe at DriveProtected.org.

**Sample Instagram Posts**

* If you have Michigan auto insurance, heads up⚠️, you’ve got big changes ahead. As of July 1, plans no longer automatically include lifetime coverage of medical expenses after a [🚘](https://emojipedia.org/oncoming-automobile/) crash. Learn more at DriveProtected.org.
* For the first time, Michigan drivers will choose how much medical and rehabilitation coverage comes with their auto insurance policies. As of July 1, Michigan motorists will no longer automatically have lifetime medical and rehabilitation coverage in their [🚘](https://emojipedia.org/oncoming-automobile/) insurance policies. Learn about your options at DriveProtected.org.
* If you have Michigan auto insurance, big changes are coming to your medical coverage as of July 1. Your medical coverage protects you from thousands to millions of dollars 💵 in out-of-pocket expenses in the event of a car crash that might not be covered by your health insurance. Learn how to stay safe at DriveProtected.org.
* As of July 1, Michigan auto insurance medical coverage is changing – allowing drivers to choose their level of personal injury protection (PIP). PIP covers medical and rehabilitation expenses resulting from serious [🚘](https://emojipedia.org/oncoming-automobile/) crash injuries for years, decades and even for a lifetime, costing thousands to millions of dollars 💵. Learn about your options and how to stay safe at DriveProtected.org.
* So far in 2020, a car crash costs an average of $70,000 for an in-patient hospitalization, according to data from the U.S. Centers for Disease Control and Prevention 💵. Make sure you’re protected from these costs in the event of a car crash. Learn about your options at DriveProtected.org.
* Your health should be your first concern before you get into a crash, not after 🤕. From a broken arm to a spinal cord injury, the costs of emergency room visits, surgeries, long-term physical therapy, home modifications, job training and long-term care can take a financial toll on you and your family 💵. Learn how to stay safe at DriveProtected.org.