



District of Columbia 771 Area Code Overlay

Social Media Kit

The purpose of this toolkit is to provide social media content to industry partners to publicize the new 771 area code overlay in Washington, D.C. Below you will find suggested messaging, assets and a timeline you can use to construct social posts to share with the public. Feel free to revise the wording to fit your brand voice.

If you have any questions or need assistance, please contact Public Affairs Specialist Steven Schwark at sschwark@psc.dc.gov.

Suggested messaging

The 202 area code has been synonymous with D.C. for decades, but soon there'll be a new overlay area code: 771.

We're running out of 202 phone numbers in D.C. To solve this problem, the North American Numbering Plan Administrator has assigned a new area code to the Washington region: 771

D.C. is getting an additional area code: 771. As an overlay area code, people with a 202 phone number won't need to change their number, but calling local numbers will require 10-digit dialing.

To use on April 10, 2021

Starting today, if you have a 202 area code you'll need to dial the area code + phone number whenever you place a call. The good news: if you forget and dial just seven digits, your call will still go through.

To use on October 9, 2021

Starting today, if you have a 202 phone number you MUST dial the area code + phone number on ALL calls. With D.C.'s new 771 area code rolling out, 10-digit dialing is now required.

To use on November 9, 2021

If you get a call from a phone number with a 771 area code, don't be surprised — starting today, if you need a new phone number in D.C. it could be a 771 number.

Assets

Images

- [771 announcement \(square – Instagram, Facebook, LinkedIn\)](#)
- [771 announcement \(1200x627 – Twitter\)](#)
- [Woman dialing smartphone V1](#)
- [Woman dialing smartphone V2](#)
- [Woman with mask \(COVID-19\) with headphones / on the phone](#)
- [Man holding phone](#)
- [Man with mask holding phone](#)
- [Woman holding phone with coffee](#)
- [Young man holding phone and tablet](#)
- [Incoming call on smartphone](#)
- [DC rowhomes in the fall](#)
- [DC rowhomes in the summer](#)

Videos

- [Woman on a phone call](#)

Link

- <https://dcpssc.org/The-District-of-Columbia-has-a-new-overlay-area-co.aspx>

Timeline

April 10-October 9, 2021

- Permissive 7- and 10-digit dialing

September 9, 2021

- Second bill message goes out to customers

October 4-8, 2021

- Final week of permissive 7- and 10-digit dialing

October 9, 2021

- Mandatory 10-digit dialing begins

November 9, 2021

- First 771 area code activated