



Fort Worth  
INDEPENDENT SCHOOL DISTRICT

# The Inside Story

Growing an Internal  
Communications Plan  
in the Fort Worth ISD



# Fort Worth ISD Pre-K: #YourChildBelongsHere









# Fort Worth ISD Pre-K: #YourChildBelongsHere



- Our Pre-K teachers are specially trained and highly qualified...
- Our students learn happily and eagerly...
- And your child belongs here!



# Just Among Friends



# Internal Communications

Are you going to the same lengths to inform and engage your fellow employees – your internal stakeholders – as you are for your external stakeholders?



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# Make It Understandable



**Fort Worth**  
INDEPENDENT SCHOOL DISTRICT



# Communicate, communicate, communicate

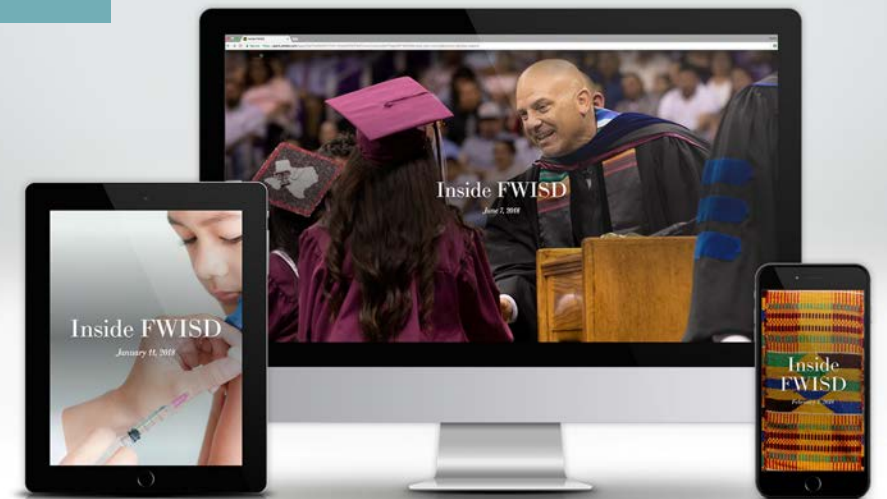


Inside FWISD

Inside FWISD The Blog

Social media – both targeted and general

\*Regularly and Relentlessly



# Inside FWISD by the numbers

	Newsletter Archive Views	Blog Views	Newsletter Views
2018-19 School Year	<b>106,907</b>	<b>8,445</b>	<b>68,541</b>
Since Inception	<b>230,215</b>	<b>26,974</b>	<b>139,755</b>



# Brand Champion



A central graphic on a teal background. It features a light blue rectangle at the top with the text 'FWISD' in dark teal. Below it is a red rectangle with the text 'CONVOCATION' in white. Underneath is a light blue shield shape with the year '2018' in white, a horizontal line below it, and a small red apple icon at the bottom. Numerous light blue lines radiate outwards from the central graphic, creating a sunburst effect.

FWISD

CONVOCATION

2018



FRIDAY, AUGUST 17 | 9 A.M.



YOUTUBE LIVE



# Pre-K 2019



# Questions



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