

Digital2grow Is Expanding Black History Month Heroes

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Digital2grow, a business in Silver Spring, MD, like the rest of the country, is celebrating Black History month this February. Each year, the usual parade of pioneers are revered and celebrated. However, the company feels that there is a set of heroes who are the true salt and light to communities, but do not get the recognition they deserve. Digital2grow's marketing team is determined to change this to finally give recognition to the unsung heroes.

As part of its efforts, the company will use its vast suite of digital tools to expand and amplify the profile of these heroes in local communities. In 2018, the team will focus specifically on the local heroes in the healthcare community, specifically doctors, dentists, chiropractors, psychologists, nutritionists, and so on.

Chris Daley from Digital2grow says: "Health is the foremost contributor to the wealth of any community. Models of care and compassion are needed to be mentioned and multiplied. The goal of our initiative is to use the month of February to nominate 500 candidates. We have set up a list of criteria for what we look for in nominations for the unsung heroes."

The criteria for those to be nominated as set by Digital2grow are: Resourcefulness and Skill, which mean that they are able to demonstrate resourcefulness or skill in overcoming an obstacle in developing an innovative

solution to a community-healthcare challenge; Dedication and Resilience, which means they are able to exhibit dedication or resilience in delivering care, resolving a situation, or implementing a task or service; Collaboration, which means that they are able to demonstrate a strong commitment in working with others in order to achieve an improved healthcare climate or culture.

"All of those who will be nominated will receive a digital recognition seal for their website," explains Chris Daley. "Four will be featured with an expose video to spruce up their social media channel. Four will receive a complete set of social covers to power their social channels. One hundred will receive a display ad to be placed on their website that will promote their practice, or allow them to share a medical tip. The nomination process is online and found at the following link for nominees."

The campaign will run until February 28th, 2017, when the winners will be announced.

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Digital2grow

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