



Spring Clean Your Digital Life



6 Essential Steps

You don't need to wait for spring to declutter your digital world—just set aside time once a year to clean up your online presence and boost security. Here's how:

1. Secure Your Passwords with a Password Manager

Ditch weak or duplicate passwords and use a password manager to store, generate, and update them. Many are free and offer alerts for compromised credentials.

Get started:

You can check out reviews on Consumer Reports, Tom's Guide, or CNET to find the best option for you.

2. Enable Multi-Factor Authentication (MFA)

MFA adds an extra security layer by requiring a second verification form, like a one-time code or facial scan.

Get started:

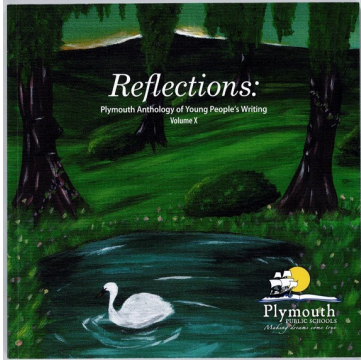
Enable MFA on critical accounts, including email, banking, and social media. Consider adding it to

From The Desk of David Snell

Is It Really Spring?

The seed catalogs are coming in, so that's a sign! And, a few robins have braved the cold in the yard.

I'm looking forward to a summer of fresh tomatoes, cukes, beans, zucchini, and other fresh vegetables. I'm going to dust off my grow lights and get started!



What kind of grandfather would I be if I didn't brag about my grandchildren? Xander was singled out as the only student at the South Plymouth Elementary School to be included in "Reflections: Plymouth Anthology of Young People's Writing." He was asked to read his submission in front of everyone at the event. We were so proud, and he didn't show any nervousness at all! He's quite a kid!

Of course, Sarah's excelling, too! She's been invited to join the Dance Team, even though she's been involved for less than a year. She hasn't decided to make the commitment yet; it would mean a big change in her schedule. It's nice that she's been asked!

Pam and Susan Rooks have become good friends. Susan recently rejoined the Cranberry Country Chamber, and she and Pam have become ambassadors. Pam has also become Susan's chauffeur to most events.

Last month, Susan did the first of a two-part LinkedIn Basics workshop at the Chamber office. Her Part 2 is on Friday, March 21, 9-10 a.m. Even if you didn't attend Part 1, you'll get valuable information from Part 2. See the back cover for more information and sign up—it's FREE! Pam says that Susan is an excellent advisor, and that she hopes to see you there!

Our front page article on **Spring Cleaning Your Digital Life** is a good one to take a step at a time. We've also included two Chamber events to help you get rid of those old devices re: number 6. You'll be cleaning out your basement and maybe doing a little good for the community.

Our friend Bernie Heine contributed his article, **Mastering Time Management: Productivity Hacks for Busy Business Leaders**. So many good suggestions to follow! Of the twelve recommendations, start with two or three and go from there. Which would be your initial choices?

Susan Rooks' article on **Building Your LinkedIn Network** completes her series on the LinkedIn Basics, and Pam says this article is her most informative yet! If you haven't caught all the articles in her series, you can catch them all at <https://officemanagerssociety.com/team-of-experts/susan-rooks>. You'll find loads of informative articles at that site.

Hoping that Spring weather is just around the corner!

ENJOY!

Continued from front page

retail and delivery accounts as well.

3. Review App Permissions & Delete Unused Apps

Check which apps access your location, contacts, and other data. Remove those you don't use to improve privacy and security.

Get started:

Visit your device's settings to review app permissions. If you don't need an app, uninstall it.

4. Update Software & Enable Auto-Updates

Software updates often include vital security patches. Don't delay them—set updates to install automatically.

Get started:

Check for available updates on your devices, browsers, and apps. Avoid hitting "Remind Me Later."

5. Back Up Important Data

Protect files by keeping multiple backups using the 3-2-1 rule:

- 3 copies (original + two backups)
- 2 different media types (cloud, USB, or external drive)
- 1 copy stored in a separate location

6. Dispose of Old Devices Securely

Recycling electronics keeps your data safe and benefits the environment. Wipe personal data before disposal.

Get started:

Perform a factory reset, remove memory cards, and use disk-cleaning software. Find local e-waste recycling programs via Best Buy, the EPA, or your municipality. Following these six steps, you'll maintain a cleaner, safer digital life year-round!

ANNUAL FOOD DRIVE & ELECTRONICS* DROPOFF

SAT., MAY 3, 2025
9:00 AM - 12:00 PM



The Bridge Center
470 Pine Street, Bridgewater

*Anything with a cord! Cell phones, toaster ovens, laptops, computers, fans, radios, stereo equip., microwave ovens, air conditioners, VCR, printers
Any Tube TV (any size) or Flatscreen over 32" = \$40 recycling fee due at dropoff

FOOD:
Non-Expired
Non-Perishable



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ANNUAL FOOD DRIVE & ELECTRONICS* DROPOFF

SAT. MAY 10, 2025
FOOD DROP OFF: 10:00-2:00
ELECTRONICS* DROP OFF: 10:00-12:00



448 W. Grove St.
Middleboro

Our Lady of Lourdes, 130 Main St.
Carver

*Anything with a cord! Cell phones, toaster ovens, laptops, computers, fans, radios, stereo equip., microwave ovens, air conditioners, VCR, printers
Any Tube TV (any size) or Flatscreen over 32" = \$40 recycling fee due at drop off

FOOD:
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Mastering Time Management: Productivity

For business leaders, time is often the scarcest resource. With endless meetings, constant emails, and the need to make critical decisions daily, it can feel like there just aren't enough hours in the day. Mastering time management isn't just about getting more done; it's about doing the right things efficiently. Let's explore practical productivity hacks to help busy business leaders regain control of their time.

Audit Your Time

One of the most powerful things you can do to improve time management is to track how you spend your hours. Keep a log for a week to see where your time is going. Are you spending too long on low-priority tasks? Are there meetings that could have been via email? Once you have a clear picture, it's easier to make adjustments.

Hack: You can use time-tracking tools like Toggl Track or Clockify to monitor your activities without remembering or writing down everything manually.

Prioritize Ruthlessly

Not every task on your to-do list deserves the same level of attention. A common productivity method is the Eisenhower Matrix, (<https://theprofessionalbusinesscoaches.com/mastering-your-priorities-the-eisenhower-matrix/>) which helps you categorize tasks into four quadrants:

- **Urgent and important:** Do these immediately.
- **Important but not urgent:** Schedule these.
- **Urgent but not important:** Delegate these.
- **Not urgent and not important:** Eliminate these.

Focusing on what's truly important can free up time for high-impact activities. So, start each day by identifying your top three priorities and committing them to accomplishing them before anything else.

Time Block Your Calendar

Mastering time management often means mastering time blocking. If you haven't heard about it before, time blocking involves scheduling dedicated blocks of time for specific tasks or types of work. This method helps you avoid multitasking and ensures you give full attention to the task.

For instance, reserve blocks of time for "deep work"—the focused, uninterrupted work that drives real progress. Make sure to include buffer time for breaks and unexpected interruptions.

Leverage the Power of Delegation

Delegation is one of the most underrated productivity hacks. As a business leader, it's easy to fall into the trap of doing everything yourself. But by delegating tasks to capable team members, you free up time to focus on strategic decisions. Assign tasks with clear instructions and outcomes and empower your team to make decisions within their responsibilities. Trusting your team is key.

Additionally, AI-powered tools can take delegation to the next level. AI can handle administrative work, automate scheduling, generate reports, and even assist in customer service. Tools like ChatGPT, Zapier, and Notion AI help leaders streamline tasks that once required significant manual effort. By integrating AI into your workflow, you can offload repetitive tasks, allowing your team to focus on higher-value work.

Eliminate Decision Fatigue

Decision fatigue happens when making too many choices depletes your mental energy. Reduce the number of minor decisions you make throughout the day to save your brainpower for more critical decisions.

A great way to do that is by simplifying your routines. For example, plan meals for the week in advance, wear a simple "capsule wardrobe" (a small collection of clothing that can be mixed and matched to create many different outfits) to work, or automate recurring tasks. Finally, as we teach in our sales training program, avoid comparison shopping. Either stick to brands you trust or just allow yourself to be comfortable with a good deal. We don't need to spend hours of time shopping for the perfect deal. Many times, the amount saved pales in comparison to the hours spent finding the deal.

Batch Similar Tasks

Task switching eats up more time than you realize. Instead of bouncing from one type of task to another, try batching similar tasks together—like replying to emails, making phone calls, or reviewing reports—to increase efficiency. Moreover, set specific times for checking emails (time blocking from above) instead of keeping your inbox open all day. This way, you're not constantly interrupted.

Multi-tasking is a myth; we are only able to effectively do one thing at a time. This is a proven fact about the human mind. Don't believe it? Do this simple test. Count from 1 to 10 and then from A to J as two sequential batches and see how long it takes —5 seconds maybe? Now count off the same values but as A1, B2, C3, etc. and see how long that takes.

Switching takes time!

Hacks for Busy Business Leaders

Similarly, when you're moving into a new office, you can try this technique to organize better. To stay productive during an office move, try batching tasks related to the move (e.g., packing and setting up new workspaces) so they don't interfere with your regular work. You can also designate a moving day point person to handle logistics so you can focus on higher-priority work.

Learn to Say No

One of the hardest things for business leaders is saying no. However, taking on too many commitments can spread you too thin and diminish your effectiveness. So, practice saying no politely but firmly. For example, "I'd love to help, but I'm focusing on other priorities right now." Protecting your time is essential.

Use the Two-Minute Rule

The two-minute rule is simple: If a task takes less than two minutes to complete, do it immediately. This prevents small tasks from piling up and overwhelming your day. However, be mindful not to let two-minute tasks consume your entire day. Use this rule sparingly for truly quick wins.

Adopt the Pomodoro Technique

The Pomodoro Technique involves working in 25-minute focused intervals followed by a 5-minute break. After four intervals, take a longer 15- to 30-minute break. Use a timer app or kitchen timer to keep track of your intervals. This technique can help you maintain focus and avoid burnout.

Declutter Your Workspace

A cluttered workspace can lead to a cluttered mind. Take time to organize your physical and digital spaces to reduce distractions and improve efficiency. The best way to do this is to keep only essential items on your desk. Moreover, try to declutter your email inbox and digital files regularly.

Use a Digital Task Manager

A good task management tool can be a game-changer. Tools like Asana, Trello, monday.com, ClickUp, or Todoist can help you organize tasks, set deadlines, and collaborate with your team. Prioritize tasks in your tool and regularly review your list to ensure you're staying on track.

Plan Tomorrow Today

End each day by reviewing your progress and planning for the next day. This habit helps you hit the ground running

each morning. It won't take you long! Spend 5 to 10 minutes writing down tomorrow's priorities and scheduling key tasks.

Know When to Unplug

Being constantly connected can make it hard to fully focus or relax. Set boundaries for when you're available and when you're not. Turn off notifications during deep work sessions and after work hours to create mental space and improve work-life balance. This is also very important when mastering time management.

Reflect and Adjust

Time management is an ongoing process. Regularly reflect on what's working and what's not. Be willing to tweak your strategies to find what works best for you. Don't be too strict with it, though. You don't have to set aside time monthly to review your productivity. Instead, turn it into a constant process and adjust as needed.

Final Thoughts

Mastering time management isn't about being busy all the time—it's about being intentional with how you spend your time. Finally, any piece on time management would not be complete without referencing David Allen. In his groundbreaking book on time management, *Getting Things Done*, David Allen said even very busy people who accomplish a great deal can appear calm and collected because "Your ability to generate power is directly proportional to your ability to relax." This quote encapsulates Allen's philosophy that productivity and stress-free performance are not mutually exclusive.

In fact, Allen emphasizes that achieving a state of "relaxed control" is key to maximizing one's productivity and effectiveness. By implementing his GTD (Getting Things Done) methodology, individuals can transform overwhelming tasks into manageable actions, allowing them to maintain clarity and focus even in high-pressure situations.

By adopting these productivity hacks, you can take control of your schedule, reduce stress, and focus on what matters most. Remember, small changes can lead to big improvements over time.

Bernie Heine

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Building YOUR LinkedIn Network

In this series on using LinkedIn to our advantage, we've focused on several major areas on a profile.

This last article shows some ways we can then use all that to be successful in building a network that gives us client, knowledge, and often a wonderful group of other professionals who can help us and who can become friends.

Building YOUR LinkedIn Network

1. Create posts: Posts are limited to 3,000 characters, including spaces, so your writing skills may be challenged. The picture you choose will go at the bottom of the post (no choice).

2. Comment on others' posts: Be visible without creating original content.

- a. Be sure to say something specific about the author's piece, perhaps mentioning a phrase or idea you liked and why.
- b. Do NOT just say "Great post!" Although that's positive, it's essentially meaningless.
- c. Do NOT post a link to one of your own articles in your comment, especially as a newbie.
- d. If appropriate, reply to someone else's comment. Remember to tag them!
- e. You can also "like" someone else's comment ... or respond to it.



3. Tag others

- a. When you're sharing, tag one or two others, if appropriate, so they can see the article, too.
- b. **Don't tag a mob.** Inevitably you'll leave someone out who may get hurt. But tagging one or two colleagues who are known to be interested in the topic is fine.

4. How to tag: Use the @ symbol right in front of their name, and put a space in front of the @. After the @, simply start typing the person's name; you'll usually get a dropdown menu with folks whose name is the same or similar. Click on the name you want. If the person you're tagging isn't a first-degree connection, you may not see their name at all.

If you comment, type something like this:

Love the article, @John White, especially the part where ...

It'll look like this: Love the article, [John White](https://www.linkedin.com/in/jwhiteblogger/), (https://www.linkedin.com/in/jwhiteblogger/) especially the part where ...

If you share, type something like this:

@Melissa Hughes! You'll love this article by @Dennis Pitocco!

It'll look like this: [Melissa Hughes](https://www.linkedin.com/in/melissahughesphd/) (https://www.linkedin.com/in/melissahughesphd/)! You'll love this article by [Dennis Pitocco](https://www.linkedin.com/in/dennisjpitocco/)! (https://www.linkedin.com/in/dennisjpitocco/)

5. Use a post to link to a full article you (or someone else) wrote: Why? If we read enough in the post to whet our appetite, we're likely to click to get the rest.

And for the strongest reach, it's best to link to something already on LI; otherwise, the algorithm may not spread it as widely.

Even easier: Click on “repost” and add some info of your own or just repost without it.



6. Use hashtags: Hashtags are words that start with the # symbol, and they help you organize your posts. You can and should create your own to help you stand out (I created #RooksRocks because so many commenters actually write that!). I also use #Humor, #Jokes #Laughing, and #RooksRocks for my daily fun memes, and, of course, #GrammarGoddess where it seems like the right one to use.

You can also just use ones that are already in use such as #Life, #Business, Relationships, or #Marketing, but you’ll be mixed in with everyone else who is using those hashtags. Of course, you might also be seen by those not even looking for you!

They look better at the end of the post, not in the post itself. Please limit yourself to just a few; seeing too many takes our eyes away from your thoughts.

Something to know: It’s critical to use a capital letter to start each word in a hashtag, for several reasons.

First, it’s easier for anyone to know exactly what the hashtag actually means.

Another reason is that words are read more legibly by screen readers and it using capital letters can assist people with low vision.

They are generally more legible to sighted readers, too, especially on a small screen like a smartphone. And, of course, even those who have no vision issues might find a long hashtag difficult to read:

@thisissometingtolearn

or

@ThisIsSomethingToLearn

Over the 20 years that I’ve been using LinkedIn, I can say that I never imagined such a platform could or would exist, or that I’d enjoy being a part of it as much as I have been.

I hope this series on LinkedIn has helped you to continue finding new ways to succeed here, no matter what your goals are.

And as always, if you have any questions on this topic, please reach out to me. I’m happy to help!

See the back page for more information about joining Susan for Part 2 of LinkedIn Basics on Friday, March 25, at the Cranberry Country Chamber office in Middleboro.

Grammar Goddess Communication

I will help you look and sound as smart as you are.



**Editing / Proofreading of
Annual Reports — Blogs — Business / Nonfiction
Books — Podcast Transcriptions — Websites**

**Never ask: How smart is that person?
Always ask: How IS that person smart?**

March 2025—In This Issue:

- Spring Clean Your Digital Life
- From the Desk of David Snell
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- Building Your LinkedIn Network

«First Name» «Last Name»
«Company»
«Address»
«City», «State» «Zip»

*This newsletter was thoughtfully edited by
Susan Rooks, the Grammar Goddess,
so we can look and sound as smart as we are.*



Susan Rooks
The Grammar Goddess

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Take Your LinkedIn Game to the Next Level!

Is LinkedIn helping you grow, or does it still feel like a missed opportunity? If you're ready to make a real impact but unsure where to start, **Part 2 of LinkedIn Basics** is for you!



Join us to learn **proven strategies** to build your presence, expand your network, and boost your influence. Don't just be on LinkedIn—**stand out!**

Don't miss out—your LinkedIn transformation starts here!
Chamber membership or Part 1 attendance not required!

Be sure to register!
Compliments of the Cranberry Country Chamber

Session 2: Friday, March 21, 9:00 – 10:00 a.m. at the Cranberry Country Chamber Conference Room, 9 Clayton Road, Middleboro

No need to be a Chamber Member or have attended Part 1!



<https://cranberrycountry.org/event/learn-how-linkedin-can-work-for-you-session-/2>