

MANAGING YOUR DIGITAL INTERACTIONS

The average number of social connections we have today is 634*, with the number growing annually. How can we manage this exponential increase in the volume of our digital interactions? I suggest a really simple way of segregating out your digital points of contact so that you can manage them better. Use the groupings below as a guide.

HAVE TO HAVE



These are things that you need to have to manage your work or your life. Have to Have interactions are things like your work email, work Zoom calls, an important family WhatsApp group, a subscribed email for a course you have signed up for etc.

You can still curate these interactions (managing notifications, for example)

NICE TO HAVE



Not vital, but still important. Examples are a WhatsApp friends group where you keep each other's spirits up with jokes or memes, or family catch-up calls once a week. They can also be 1-2-1 calls that you have with friends or useful email/news updates.

Take a break from these if you need to.

HABIT TO HAVE



These are interactions that we have gotten used to having in our lives, but that aren't really serving us. Examples here would be subscription emails, in particular for offers/info/updates that we no longer need. Or it could be an influencer you follow online but who is not benefiting your life.

Take time to list your interactions. Which are Have to Have, Nice to Have and Habit to Have? Use this list to guide how you manage your digital notifications, what emails you unsubscribe from, and who you might benefit from unfollowing online. And remember, you can always review and refollow or resubscribe in the future.