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Town of Ayer, Massachusetts  
1 Main Street – Ayer, MA 01432

## REPORT FROM INFORMATION TECHNOLOGY – MARCH 2020

### PROJECTS / HARDWARE / SOFTWARE:

- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging.
- Security – Newsletter, Tips, and Training.
- Setup new employees: remove access for terminated employees.
- Set up new and replacement computers, phones, tablets, and printers.
- Dispose of old equipment
- Set up equipment for Board & Committee meetings.
- Continue with digitizing documents, currently working on old Treasurer / Tax Collector records.
- Various Meetings
- Setup employees for remote access; purchase hardware and software to do this
- Setup remote participation for BOS Meetings

### WEBSITE / SOCIAL MEDIA:

- Monitor Daily
- Added video to the Town's website and Social Media.
- Various minutes, agendas, calendar, and page updates
- Posted Notices to Announcements on the Website, Facebook, Twitter, and APAC as needed.
- Post updates to the internal and external signage
- Promote local events
- CPC Success Stories

### STATISTICS:

- Most Played Video:
  1. On Ayer! Episode One
  2. Strega Mama Episode 5 "You Are A Lion"
  3. Scout Finds Out Episode 3 - Shaun Copeland
  4. Page Hilltop Panthers News Season 3 Episode 3 Town Government
  5. Joint Meeting of The Ayer Board Of Selectmen & Finance Committee March 9, 2020 Proposed FY'21 Budget
- Facebook followers: 4475 +125
- Twitter followers 1,328 +13
- Email subscribers: 2,976 +304

### Website:

1. Top Five Web Pages
  1. Confirmed Death Covid-19 (8,417)
  2. Confirmed Cases Covid-19 (2,175)
  3. Online Payments (1,464)
  4. Town Suspends Nonessential Programs & Services (1,390)
  5. CoronaVirus Information (1,090)
2. Number of page views: **45,131**
3. Average Visit Duration: **1 minute 55 seconds**
4. Mobile device usage is **69.5%** of the total. Desktop usage is **30.5%**