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

REPORT FROM INFORMATION TECHNOLOGY – FEBRUARY 2021**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.
- Continue with digitizing documents.
- Setup and facilitate remote participation for Zoom meetings.
- Continue moving users to the new Town Hall Server.

WEBSITE / SOCIAL MEDIA:

- Keep website and Social Media up to date for COVID-19 issues
- Monitor Daily
- Add video to the Town's website and Social Media.
- 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

STATISTICS:

1. Most Watched Municipal Video:
 1. Welcoming our Sesquicentennial Year
 2. Select Board February 2, 2021
 3. Select Board February 18, 2021
 4. Affordable Housing Committee February 12, 2021
 5. Board of Health February 8, 2021
2. Facebook followers: 4,745
3. Twitter followers: 1,375
4. Email subscribers: 3,324
5. Zoom Meetings Facilitated: 2

Website:

1. Top Five Web Pages
 1. Assessor
 2. Online Payments
 3. Police Department
 4. Nashoba Associated Boards of Health
 5. Fire Department
2. Number of page views: 42,393
3. Average Visit Duration: 1 minute 40 seconds
4. Mobile device usage is 12.3%, desktop usage is 87.7%