

**REPORT FROM INFORMATION TECHNOLOGY – AUGUST 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 Hybrid meetings.

**WEBSITE / SOCIAL MEDIA:**

- Keep website and social media up to date
- 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. Facebook followers: 4,999
2. Twitter followers: 1,418
3. Email subscribers: 3,603

**Website:**

1. Top Five Web Pages
  1. Assessor
  2. Online Payments
  3. Police
  4. Sandy Pond Beach
  5. DPW
2. Number of page views: 29,925
3. Average visit duration: 2:23
4. Mobile device usage is 43.3%, desktop usage is 56.7%
5. Top browsers used: Chrome, Safari, Edge, Firefox, Internet Explorer