DEPARTMENT OF INFORMATION TECHNOLOGY   **Monthly Report**

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REPORT FROM INFORMATION TECHNOLOGY – SEPTEMBER 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.
- Transition from hybrid to fully remote public 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 Page Likes: 4.7K
2. Twitter followers: 1,425
3. Email subscribers: 3,612

Website:

1. Top Five Web Pages
    1. Assessor
    2. Online Payments
    3. Fire Department
    4. Police Department
    5. Employment Opportunities

2. Number of page views: 31,002
3. Average visit duration: 1:40
4. Mobile device usage is 39.6%, desktop usage is 60.4%
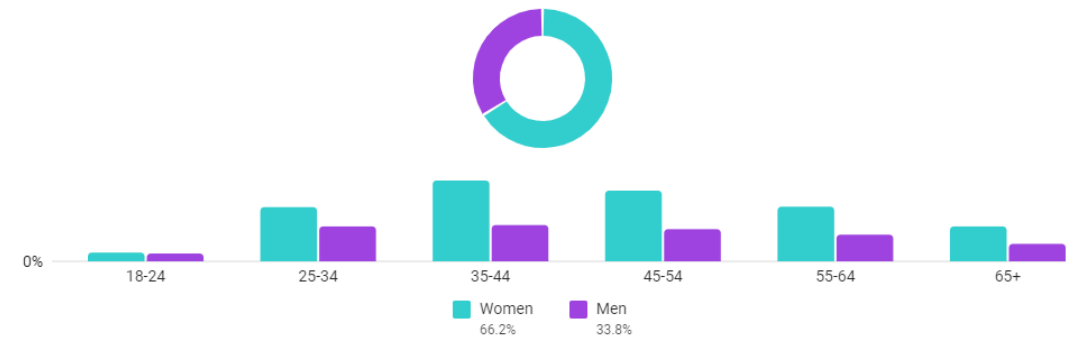5. Top browsers used: Chrome, Safari, Edge, Firefox, Internet Explorer

Audience `See What's New`

Current Audience   Potential Audience

Facebook Page Likes ⓘ
4.7K

Age & Gender ⓘ

◼ Women
66.2%
◼ Men
33.8%

18-24   25-34   35-44   45-54   55-64   65+

Top Cities

Ayer, MA
30.2%

Shirley, MA
6.2%

Leominster, MA
4.3%

Fitchburg, MA
3.1%

Lunenburg, MA
2.3%

Groton, MA
2.1%

Pepperell, MA
1.4%

Townsend, MA
1.4%

Littleton, MA
1.3%

Westford, MA
1.2%

Top Countries

United States
97.2%

Brazil
0.2%

Canada
0.2%

India
0.2%

Myanmar
0.2%

Egypt
0.1%

Germany
0.1%

Puerto Rico
0.1%

United Kingdom
0.1%

Vietnam
0.1%