

**REPORT FROM INFORMATION TECHNOLOGY – OCTOBER 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.
- Prepare and submit Capital Budget
- Look at solutions for hybrid meetings in the Select Board room.
- Fall Town Meeting: prepare for, submit articles of the day, and attend.

**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:****Social Media / email:**

1. Facebook followers: 4,740
2. Twitter followers: 1,429
3. Email subscribers: 3,615

**Website:**

1. Top Five Web Pages
  1. Assessor
  2. Police Department
  3. Online Payments
  4. Employment Opportunities
  5. Fire Department
2. Number of page views: 32,035
3. Average visit duration: 2:02
4. Mobile device usage is 49.9%, desktop usage is 50.1%
5. Top browsers used: Chrome, Safari, Edge, Firefox, Internet Explorer

Page Insights

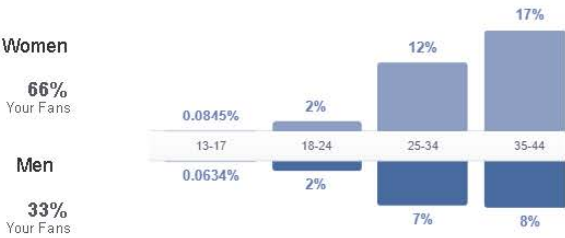
- Overview
- Business Suite
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Messages

Promote

See All Insights

Your Fans | Your Followers | People Reached | People Engaged

The number of likes of your Facebook Page. This metric is estimated.



Country	Your Fans	City	Your Fans
United States of America	4,610	Ayer, MA	1,427
Myanmar	11	Shirley, MA	281
Canada	10	Leominster, MA	200
Brazil	9	Fitchburg, MA	150
India	8	Lunenburg, MA	107
Germany	7	Groton, MA	99
United Kingdom	6	Pepperell, MA	73
Puerto Rico	5	Littleton, MA	67
Vietnam	5	Townsend, MA	63
Egypt	4	Nashua, NH	53

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