

**REPORT FROM INFORMATION TECHNOLOGY – NOVEMBER 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.
- Collect records for legal team.
- Facilitated 20 Public Zoom 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:**Social Media / email:**

1. Facebook page reach: 8,196
2. Twitter followers: 1,434
3. Email subscribers: 3,619

Website:

1. Top Five Web Pages
 1. Ayer Fire Thanksgiving Day Road Race
 2. Assessor
 3. Online Payments
 4. Fire Department
 5. Police Department
2. Number of page views: 30,121
3. Average visit duration: 1 min 37 sec
4. Mobile device usage is 54.8%, desktop usage is 45.2%
5. Top browsers used: Chrome, Safari, Edge, Firefox, Android Webview

Results [See what's new](#)

Facebook Page Reach ⓘ

8,196 ↓ 41.2%



[See results report](#)

Content ⓘ

Sort by: Reach ▾



Tue Nov 9, 7:51am
It's that time of the year a...
Post
Reach 3.7K



Wed Nov 3, 6:36am
Per statute, the Board of ...
Post
Reach 3.2K



Fri Nov 19, 8:49am
On Saturday Evening, Dec...
Post
Reach 2.7K



Fri Nov 12, 6:46am
Join us tomorrow at 1:00 ...
Post
Reach 2.3K



Tue Nov 9, 7:42am
The Ayer DPW will be stri...
Post
Reach 2K



Thu Nov 4, 1:52pm
Town of Ayer, MA added a...
Post
Reach 1.8K

[See content report](#)

Audience ⓘ

Facebook Page Likes ⓘ

4.7K

Age & Gender ⓘ

