

**REPORT FROM INFORMATION TECHNOLOGY – DECEMBER 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.
- Facilitated 20 Public Zoom Meetings
- 2021 Annual Town Report
- FY23 Budget
- FY23 Capital

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: 14,574
2. Twitter followers: 1,440
3. Email subscribers: 3,667

Website:

1. Top Five Web Pages
 1. Police Department
 2. Assessor
 3. Online Payments
 4. Fire Department
 5. Transfer Station
2. Number of page views: 26,695
3. Average visit duration: 1 min 40 sec
4. Mobile device usage is 42.8%, desktop usage is 57.2 %

How do people enter our website?

Top Channels

