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Town of Ayer, Massachusetts 1 Main Street – Ayer, MA 01432

REPORT FROM INFORMATION TECHNOLOGY — FEBRUARY 2022

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 19 Public Zoom Meetings
- 2021 Annual Town Report

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:

Facebook page reach: 7,245
Twitter followers: 1,456
Email subscribers: 3,887

Website:

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

2. Number of page views: 26,712

3. Average visit duration: 1 min 45 sec

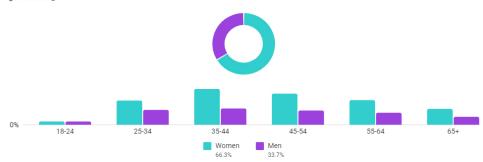
Audience

Current audience Potential audience

Facebook Page Likes (1)

4.8K

Age & Gender 6



Top Cities

Shirley, MA

Ayer, MA 29.5%

Leominster, MA 4.2%

5.8%

Fitchburg, MA

Lunenburg, MA

Groton, MA

1.9%

Pepperell, MA

Littleton, MA

Townsend, MA

Nashua, NH 1.1%

Top Countries

United States

Brazil 0.2%

Canada

0.2%

India 0.2%

Myanmar

0.2%

Egypt

Germany 0.1%

Puerto Rico

0.1%

United Kingdom

0.1%

Vietnam 0.1%