**REPORT FROM INFORMATION TECHNOLOGY – MAY 2022****PROJECTS / HARDWARE / SOFTWARE:**

- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging.
- Employee Security Awareness Training.
- Setup new employees: remove access for terminated employees.
- Set up new and replacement computers, phones, tablets, and printers.
- Dispose of old equipment.
- Facilitated 8 Public Zoom Meetings.
- Evaluate Windows 11

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: 27,453
2. Twitter followers: 1,475
3. Email subscribers: 4,016










Website:

1. Top Five Web Pages
 1. Memorial Day
 2. Assessor
 3. Sandy Pond Beach
 4. Police Department
 5. 2022 Elections
2. Number of page views: 34,948
3. Average visit duration: 1 min 56 sec

Top Facebook post reach:

Content

Ads, Posts and Stories ▼

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓
 <p>The American Legion Joseph M. Connors Post 139 will co... Tue May 24, 6:44am</p>	Post	15,367	534
 <p>Fort Devens Day Celebration and Fireworks Save the Date... Wed May 11, 2:53pm</p>	Post	9,241	293
 <p>Annual Election Results: https://www.ayer.ma.us/sites/g/fi... Tue May 10, 7:12pm</p>	Post	3,360	99
 <p>IMPORTANT NOTICE - EAST MAIN STREET RECONSTRUC... Mon May 2, 10:30am</p>	Post	3,289	21
 <p>Nashua Street Culvert Replacement The Ayer Department... Wed May 25, 12:31pm</p>	Post	3,045	8
 <p>Sandy Pond Beach will be reopening for swimming on M... Fri May 27, 8:19am</p>	Post	3,041	87
 <p>In recognition of May as National Historic Preservation M... Wed May 11, 10:41am</p>	Post	2,598	68
 <p>Please visit ayer.ma.us/bids for additional information! Mon May 9, 11:02am</p>	Post	2,316	30
 <p>Some of the finest historic world-class sculpture and arch... Mon May 2, 8:34am</p>	Post	2,055	36