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

REPORT FROM INFORMATION TECHNOLOGY – MARCH 2023

PROJECTS / HARDWARE / SOFTWARE:

- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging.
- Employee Security Awareness Training.
- Setup new employees and remove access for terminated employees.
- Set up new and replacement computers, phones, tablets, and printers.
- Dispose of old equipment.
- Facilitated 7 Zoom Meetings.
- FY24 Budget
- Prepare 2022 Annual Report

WEBSITE / SOCIAL MEDIA:

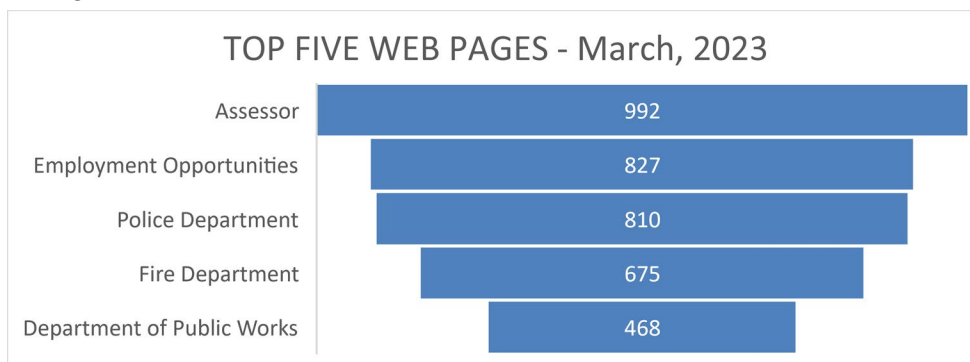
- Maintain website and social media.
- Monitor Daily.
- Add video to the Town's website and social media.
- Minutes, agendas, calendar, and page updates.
- Post notices to Announcements on the website, Facebook, Twitter, and APAC as needed.
- Post updates to the internal and external signage.
- Promote local events.
- Populate the website with election, town meeting, capital, and budget information.

STATISTICS:

Social Media / email:

1. Facebook page reach: 9.6k
2. Twitter followers: 1,502
3. Email subscribers: 4,652

WEBSITE:



2. Number of page views: 35,918
3. Average visit duration: 2 min 21 sec