**REPORT FROM INFORMATION TECHNOLOGY – DECEMBER 2013****PROJECTS / HARDWARE / SOFTWARE:**

- Town Hall Infrastructure
- Troubleshoot issues at Town Hall, DPW, AFD, COA
- DPW Phone System
- MUNIS ASP Project
- IMC Updates at AFD
- Updating of client computers for printing, antivirus
- Water & Sewer Online Payments
- GIS

**WEBSITE / SOCIAL MEDIA:**

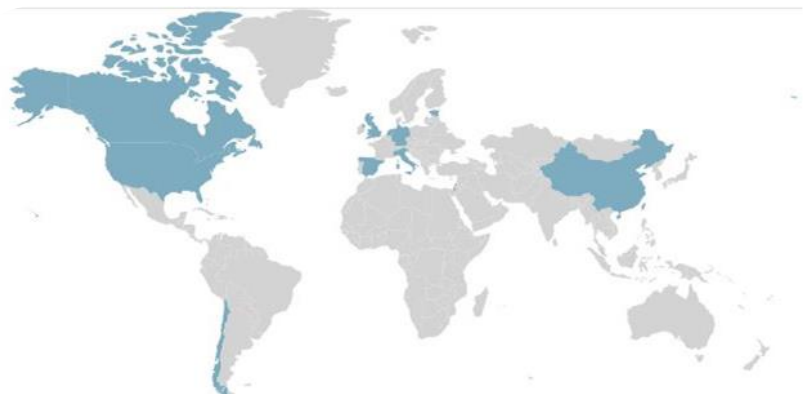
- Monitor Daily
- Add video to the Town's website as it became available
- Various Minutes, Agendas, and Calendar updates.
- Posted Notices regarding Holiday Events, Ayer Fire featured on Fox25 News, School Superintendent Survey, Snow Removal Guidelines, Transfer Station change in Hours, Adopt a Fire Hydrant, Main Street Snow Removal, Town Holiday Hours, Volunteer Opportunities.
- Fielded questions and inquiries

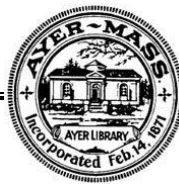
**OTHER:**

- Attended the MGISA meeting on Online permitting.

**STATISTICS:**

- Video:  
Plays on the Town's website: 245
- Top Five Plays by Country:  
United States: 237  
Spain: 3  
Italy: 1  
Chile: 1  
Netherlands: 1





- Number of Facebook fans: *1,837*
- Number of Twitter followers: *162*
- Number of recipients to General Announcements: *165*
- Number of recipients to Board of Selectmen Announcements: *81*
- Website:
  - 1. Top Five Web Pages
    - 1. Assessor Home Page: *637*
    - 2. Police Home Page: *406*
    - 3. Departments: *394*
    - 4. Assessor Maps: *229*
    - 5. Town-Wide Calendar: *222*
  - 2. Number of Unique Visitors: *3,764*
  - 3. Number of page views: *13,003*
  - 4. Average Visit Duration: *2 minutes 3 seconds*
- Email:
  - 1. 47.9% of email sent to the *ayer.ma.us* domain was rejected due to spam, viruses, or malware
    - 1. Total number sent: *10,768*
    - 2. Number delivered: *5,611*
    - 3. Number not delivered due to spam, viruses, or malware: *5,157*