**REPORT FROM INFORMATION TECHNOLOGY – OCTOBER 2014****PROJECTS / HARDWARE / SOFTWARE:**

- Troubleshoot issues at Town Hall, DPW, AFD, COA
- Fire Station server implementation: go live with server; decommission old server; reinstall and test AmbuPro software
- Order servers and associated equipment for Town Hall & DPW Admin
- Met with State IT personnel to discuss online permitting options
- Installed new computer at the DPW Admin Office and the Transfer Station
- Online payments for Transfer Station Stickers
- Evaluation of cell phone signal boosting at the Fire Station

WEBSITE / SOCIAL MEDIA:

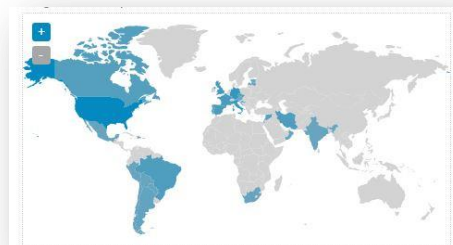
- Monitor Daily
- Added video to the Town's website as it became available
- Various minutes, agendas, calendar, and page updates.
- Posted Notices as General Announcements on the website, Facebook, Twitter, and APAC as needed.

OTHER:

- Attend Board of Selectmen Meeting
- Prepare for and attend Fall Town Meeting
- Attend Department Head Meeting
- Webinar: working effectively with elected officials and appointed board and committees
- Capital Budget: prepare and attend budget meeting
- Setup userids and passwords for the Board of Health
- Moved the IT Office

STATISTICS:

- Video:
Plays on the Town's website: **392**
- Top Five Plays by Country:
 1. United States
 2. Germany
 3. Italy
 4. United Kingdom
 5. Spain



- Number of Facebook fans: **1,993**
- Number of Twitter followers: **271**
- Number of email recipients to General Announcements: **185**
- Number of email recipients to Board of Selectmen Announcements: **89**

- Website:
 1. Top Five Web Pages
 1. Assessor
 2. Police
 3. Town Wide Calendar
 4. Departments
 5. Building
 2. Number of Unique Visitors: **6,377**
 3. Number of page views: **22,126**
 4. Average Visit Duration: **1 minute 58 seconds**

- Email:
 1. **49.5%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **18,298**
 2. Number delivered: **9,245**
 3. Number not delivered due to spam, viruses, or malware: **9,053**