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

- Troubleshoot & resolve issues at Town Hall, DPW, AFD, COA
- DPW server implementation: Attached Clients to server; moved files
- Online Transfer Station Stickers
- Prepare 2014 IT Budget
- Prepare for 2014 Annual Town Report

WEBSITE / SOCIAL MEDIA:

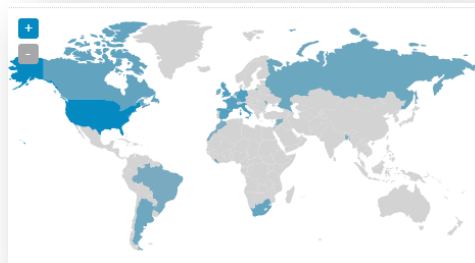
- Monitor Daily
- Added video to the Town's website as it became available
- Various minutes, agendas, calendar, and page updates.
- Posted Notices as General Announcements on the website, Facebook, Twitter, and APAC as needed.

OTHER:

- Attend Massachusetts Digital Government Summit
- Attend Department Head Meeting
- Attend Energy Committee Meeting
- Attend IDFA Meeting
- Data Destruction Day

STATISTICS:

- Video:
Plays on the Town's website: **332**
- Top Five Plays by Country:
 1. United States
 2. Italy
 3. Germany
 4. Spain
 5. France



- Number of Facebook fans: **2,050**
- Number of Twitter followers: **287**
- Number of email recipients to General Announcements: **196**
- Number of email recipients to Board of Selectmen Announcements: **92**

- Website:
 1. Top Five Web Pages
 1. Assessor
 2. Police
 3. Fire
 4. Departments
 5. Transfer Station
 2. Number of Unique Visitors: **4,709**
 3. Number of page views: **16,145**
 4. Average Visit Duration: **2 minutes 14 seconds**

- Email:
 1. **44.7%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **14,719**
 2. Number delivered: **8,139**
 3. Number not delivered due to spam, viruses, or malware: **6,580**