

## REPORT FROM INFORMATION TECHNOLOGY – JANUARY 2015

### PROJECTS / HARDWARE / SOFTWARE:

- Troubleshoot & resolve issues at Town Hall, DPW, AFD, COA
- On-Line Permitting
- 2014 Annual Town Report
- Weather Station evaluation for Fire Department
- Website Redesign

### WEBSITE / SOCIAL MEDIA:

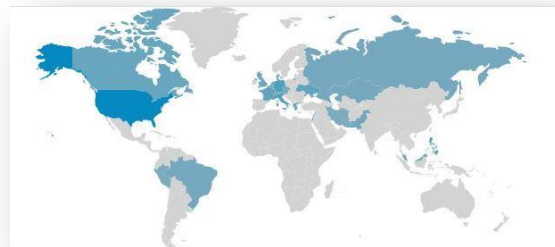
- Monitor Daily
- Added video to the Town's website as it became available
- Various minutes, agendas, calendar, and page updates.
- Posted Notices as General Announcements on the website, Facebook, Twitter, and APAC as needed.

### OTHER:

- Attend Emergency Planning Meeting
- Attend Department Head Meeting
- Hold I.T. Committee Meeting
- Attend Finance Committee Meeting

### STATISTICS:

- Video:  
Plays on the Town's website: **357**
- Top Five Plays by Country:
  1. United States
  2. Germany
  3. Italy
  4. Philippines
  5. France



- Number of Facebook fans: **2,020**
- Number of Twitter followers: **307**
- Number of email recipients to General Announcements: **196**
- Number of email recipients to Board of Selectmen Announcements: **95**

- Website:
  1. Top Five Web Pages
    1. Assessor
    2. Departments
    3. Police
    4. Transfer Station
    5. DPW
  2. Number of Unique Visitors: **5,293**
  3. Number of page views: **18,495**
  4. Average Visit Duration: **2 minutes 11 seconds**
- Email:
  1. **50.3%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
    1. Total number sent: **18,795**
    2. Number delivered: **9,337**
    3. Number not delivered due to spam, viruses, or malware: **9,458**