



REPORT FROM INFORMATION TECHNOLOGY – FEBRUARY 2015

PROJECTS / HARDWARE / SOFTWARE:

- Troubleshoot & resolve issues at Town Hall, DPW, AFD, COA
- On-Line Permitting
- Website Redesign
- 2014 Annual Town Report
- Weather Station evaluation for Fire Department
- Online Payments & Registration – Parks & Rec
- MUNIS Upgrade
- Decommission old server at Town Hall

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 Department Head Meeting
- Attend Energy Committee Meeting
- Met with Virtual Town Hall
- Attend Records Destruction Presentation
- Post Water & Sewer Liens
- Assist with Tech needs at meetings

STATISTICS:

- Video:
Plays on the Town's website: **327**
- Top Five Plays by Country:
 1. United States
 2. United Kingdom
 3. Italy
 4. Germany
 5. Greece
- Number of Facebook fans: **2,025**
- Number of Twitter followers: **312**



- Number of email recipients to General Announcements: **203**
- Number of email recipients to Board of Selectmen Announcements: **98**

- Website:
 1. Top Five Web Pages
 1. Assessor
 2. Departments
 3. Police
 4. DPW
 5. Town-Wide Calendar
 2. Number of Unique Visitors: **4,893**
 3. Number of page views: **18,265**
 4. Average Visit Duration: **2 minutes 24 seconds**

- Email:
 1. **53.9%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **19,681**
 2. Number delivered: **9,162**
 3. Number not delivered due to spam, viruses, or malware: **10,699**