



**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**