

**REPORT FROM INFORMATION TECHNOLOGY – MAY 2015****PROJECTS / HARDWARE / SOFTWARE:**

- Troubleshoot & resolve issues at Town Hall, DPW, AFD, COA
- On-Line Permitting
- Website Redesign
- Rewrote the Economic Development website
- Setup new DPW system – swap old hardware to new user
- Inventory IT equipment at FD
- Migrate user files to new servers

WEBSITE / SOCIAL MEDIA:

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

OTHER:

- Spring Town Meeting
- Social Media workshop at Chamber of Commerce
- Board of Selectmen Meetings
- Department Head Meeting

STATISTICS:

- Video:
Plays on the Town's website: **571**
- Top Five Plays by Country:
 1. United States
 2. Algeria
 3. Uruguay
 4. Italy
 5. Canada
- Most Played Video:
 1. Board of Selectmen 5/19/2015
 2. School Committee 5/5/2015
 3. School Committee 5/15/2015
 4. Zoning Board of Appeals 5/20/2015
 5. Board of Selectmen 5/5/2015



- Number of Facebook fans: **2,140**
- Number of Twitter followers: **370**
- Number of email recipients to General Announcements: **210**
- Number of email recipients to Board of Selectmen Announcements: **100**

- Website:
 1. Top Five Web Pages
 1. Police
 2. Assessor
 3. Departments
 4. Town-Wide Calendar
 5. Parks
 2. Number of Unique Visitors: **6,036**
 3. Number of page views: **20,398**
 4. Average Visit Duration: **2 minutes 04 seconds**

- Email:
 1. **41.3%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **16,388**
 2. Number delivered: **9,626**
 3. Number not delivered due to spam, viruses, or malware: **6,762**