

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

- Troubleshoot & resolve issues at Town Hall, DPW, AFD, and COA
- On-Line Permitting – funding
- Website Upgrade
- CodeRed Emergency Notification Upgrade Implementation
- Prepare for AmbuPro Upgrade
- Parks & Rec Outdoor Youth Program – Online Signups
- Troubleshoot cell phone issues
- Procure, configure, and setup weather radios (StormReady)

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 to General Announcements on the website, Facebook, Twitter, and APAC as needed.

OTHER:

- Fourth of July information and promotion
- Meeting with Verizon
- Department Head Meetings
- Met with Dog License Vendor
- IT Committee Meeting
- Energy Committee Meeting

STATISTICS:

- Video:
Plays on the Town's website: **715**
- Top Five Plays by Country:
 1. United States
 2. Algeria
 3. Uruguay
 4. Italy
 5. Germany



STATISTICS *CONT...*

- Most Played Video:
 1. Board of Selectmen 7/14/2015
 2. Board of Health 7/13/2015
 3. Fourth of July Celebration 2013
 4. ASRHS Talent Show 6/2015
 5. Board of Selectmen 4/7/2015
- Number of Facebook fans: **2,208**
- Number of Twitter followers: **422**
- Number of email recipients to General Announcements: **213**
- Number of email recipients to Board of Selectmen Announcements: **101**
- Website:
 1. Top Five Web Pages
 1. July 4
 2. Police
 3. Assessor
 4. Sandy Pond
 5. Departments
 2. Number of Unique Visitors: **8,134**
 3. Number of page views: **26,968**
 4. Average Visit Duration: **2 minutes 01 seconds**
- Email:
 1. **45.68%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **18,365**
 2. Number delivered: **9,984**
 3. Number not delivered due to spam, viruses, or malware: **8,381**