



REPORT FROM INFORMATION TECHNOLOGY – SEPTEMBER 2015

PROJECTS / HARDWARE / SOFTWARE:

- Troubleshoot & resolve issues at Town Hall, DPW, AFD, and COA
- On-Line Permitting – Vendor Selection
- Website Upgrade
- Setup new employees
- Setup new computers
- Water Dept. Firewall issues
- Upgrade Anti-Virus on all Town Hall Systems
- Offsite Backups

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:

- IT Committee Meetings
- Energy Committee Meeting
- Department Head Meeting
- Emergency Planning Meeting
- Identity Theft Webinar
- GIS Demo
- On-line Permitting Vendor Demonstrations

STATISTICS:

- Video:
Plays on the Town's website: **1,477**
- Top Five Plays by Country:
 1. United States
 2. Italy
 3. United Kingdom
 4. Germany
 5. France



STATISTICS CONT...

- Most Played Video:
 1. Football Ayer vs. Quabbin
 2. Board of Selectmen 9/1/2015
 3. Football Ayer vs. Narragansett
 4. Board of Selectmen 9/15/2015
 5. Zoning Board of Appeals 8/19/2015
- Number of Facebook fans: **2,250**
- Number of Twitter followers: **463**
- Number of email recipients to General Announcements: **215**
- Number of email recipients to Board of Selectmen Announcements: **101**
- Website:
 1. Top Five Web Pages
 1. Assessor
 2. Police
 3. Town-Wide Calendar
 4. Departments
 5. Building
 2. Number of Unique Visitors: **5,378**
 3. Number of page views: **19,055**
 4. Average Visit Duration: **2 minutes 25 seconds**
- Email:
 1. **53.7%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **23,054**
 2. Number delivered: **10,675**
 3. Number not delivered due to spam, viruses, or malware: **12,379**