

**REPORT FROM INFORMATION TECHNOLOGY – JULY 2016****PROJECTS / HARDWARE / SOFTWARE:**

- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging.
- Security – Newsletter, Tips, and Training.
- Setup new employees; remove access for terminated employees.
- Set up new and replacement computers, phones, tablets, and printers.
- Set up equipment for Board & Committee meetings.
- Continue evaluation for Cyber Security Policy.
- Continue evaluation for Wastewater Technology Updates.
- Went live with Online Building, Electrical, Gas, & Plumbing permits.

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 to Announcements on the Website, Facebook, Twitter, and APAC as needed.
- Began promotion of Board & Committee Vacancies

OTHER:

- Met with City Hall Systems to evaluate new online payments vendor.
- Attended three video training sessions with APAC
- Met with Cyber Security Vendor MCPlus
- Communication & Compliance: Engaging with Social Media webinar

STATISTICS:

- Video: Plays on the Town's website: **777**
- Top Five Plays by Country:
 1. United States
 2. Italy
 3. Canada
 4. Greece
 5. Algeria
- Most Played Video:
 1. Fourth of July 2015
 2. Board of Selectmen 7/12/2016
 3. Ayer Shirley Middle School Graduation
 4. 1961 Tannery Fire
 5. Ayer Shirley High School Tour
- Number of Facebook fans: **2,968 (+58)**
- Number of Twitter followers: **714 (+21)**



- Website:
 1. Top Five Web Pages
 1. Fourth of July
 2. Police
 3. Sandy Pond Beach-Swimming
 4. Assessor
 5. E. Main Street Construction Update
 2. Number of Unique Visitors: **8,015**
 3. Number of page views: **27,077**
 4. Average Visit Duration: **2 minutes 14 seconds**
 5. Number of Sessions: **11,485 (Desktop 49.5%, Mobile 44.5%, Tablet 6.0%)**
- Email:
 1. **45%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
 1. Total number sent: **20,815**
 2. Number delivered: **11,458**
 3. Number not delivered due to spam, viruses, or malware: **9,357**