



**REPORT FROM INFORMATION TECHNOLOGY – JANUARY 2016**

**PROJECTS / HARDWARE / SOFTWARE:**

- Troubleshoot & resolve issues at Town Hall, DPW, Ayer Fire, and Council on Aging
- Security Matters – Newsletter & Tips
- Distribute encrypted flash drives
- Setup new employees
- Setup new computers, phones, and printers.
- Setup equipment for Board & Committee meetings
- Launched the new Town of Ayer website.
- Researched Security Awareness video training

**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 General Announcements on the Website, Facebook, Twitter, and APAC as needed.
- Website Redesign

**OTHER:**

- Attended Board of Selectmen Meetings, Department Head Meetings, Emergency Planning Committee Meeting, Planning Board Public Hearing, Fourth of July Committee Meeting, and Weekly Security Meetings with the Town Administrator.
- Stop-Think-Connect web meeting

**STATISTICS:**

- Video:  
Plays on the Town’s website: **398**
- Top Five Plays by Country:
  1. United States
  2. Italy
  3. United Kingdom
  4. Algeria
  5. Spain



**STATISTICS CONT...**

- Most Played Video:
  1. Board of Selectmen – January 19, 2016
  2. Finance Committee – January 20, 2016
  3. Finance Committee – January 27, 2016
  4. Board of Selectmen – January 5, 2016
  5. Conservation Commission – January 28, 2016

- Number of Facebook fans: **2,558**
- Number of Twitter followers: **579**
- Number of email recipients to Announcements: **225**
  
- Website:
  1. Top Five Web Pages
    1. Assessor
    2. Police
    3. Jobs
    4. Board of Selectmen Agendas
    5. Announcements
  
  2. Number of Unique Visitors: **3,304**
  3. Number of page views: **11,287**
  4. Average Visit Duration: **2 minutes 38 seconds**
  
- Email:
  1. **72%** of email sent to the ayer.ma.us domain was rejected due to spam, viruses, or malware
    1. Total number sent: **37,785**
    2. Number delivered: **10,594**
    3. Number not delivered due to spam, viruses, or malware: **27,191**