



REPORT FROM INFORMATION TECHNOLOGY – JULY 2018

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.
- Dispose of old equipment
- Set up equipment for Board & Committee meetings.
- Troubleshoot issues involving technology
- Begin Door Locking Mechanism project with the Facilities Director
- Procure equipment and software for Town Hall Electronic Signage
- Work with MAPC and SeamlessDocs to install DPW permits
- Installed check scanner at DPW Admin office for deposits.

WEBSITE / SOCIAL MEDIA:

- Monitor Daily
- Added video to the Town's website and Social Media.
- Various minutes, agendas, calendar, and page updates
- Posted Notices to Announcements on the Website, Facebook, Twitter, and APAC as needed.
- Promote local events

OTHER:

- IT Policies approval and distribution
- Setup for new Treasurer
- Cyber Security CIS Controls
- Various meetings, Town Administrator Weekly Meeting, IT Committee, Department Head, Board of Selectmen
- Continue with digitizing documents – Devens Documents

STATISTICS:

- Video: Plays on the Town's website: **1,664**
- Top Five Plays by Country:
 1. United States
 2. Canada
 3. France
 4. Uruguay
 5. Italy
- Most Played Video:
 1. Zoning Board of Appeals – June 20, 2018
 2. Board of Selectmen – July 17, 2018
 3. APAC 20 Minutes, May edition
 4. Board of Selectmen – June 19, 2018
 5. Board of Selectmen – October 14, 2014



- Facebook followers **3,700**
Most engaging post – Osawa Soft Opening with a reach of 24.5k and engagement of 7.9K
- Number of Twitter followers: **1,121**
- Website:
 - Top Five Web Pages
 - Fourth of July
 - Sandy Pond Beach
 - Assessor
 - Police Department
 - Employment Opportunities
 - Number of page views: **34,821**
 - Average Visit Duration: **1 minute 36 seconds**
 - Demographics:
Number of Sessions: **11,162 (Desktop: 51.9% Mobile: 48.1%)**

