REPORT FROM INFORMATION TECHNOLOGY – MAY 2019

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.
- Continue with digitizing documents, currently working on old personnel records.
- Various Meetings
- Continue with Town Hall rewiring project. This is a co-project with the Facilities Director.
- Continue with Town Hall Door Locking Mechanisms. This is another co-project with the Facilities Director.
- Continue with the restructure of the IT Office to accommodate Town Hall wiring.
- Begin converting old computers to Windows 10
- Attended a 2 ½ day Cyber Security Conference

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.
- Post updates to the internal and external signage
- Promote local events

STATISTICS:
- Most Played Video:
  1. Tannery Fire of 1961
  2. Zoning Board of Appeals May 15,m 2019
  3. Memorial Day Parade & Ceremony May 25, 2019
  4. Town Meeting May 13, 2019
  5. Board of Selectmen May 21, 2019

- Facebook followers: **4,063**
- Twitter followers: **1,214**
- Email subscribers: **1,990**

- **Website:**
  1. Top Five Web Pages
     1. Commuter Parking
     2. Assessor
     3. PFAS in Drinking Water
     4. Outdoor Water Ban
     5. Online Payments

2. Number of page views: **29,901**
3. Average Visit Duration: **2 minutes 15 seconds**
4. Mobile device usage is **50%** of the total. Desktop usage is **50%**

- **Government Calendars on Burbio:**
  Town of Ayer | Number of events **46** | Number of Impressions **2,194***
  An impression is when an event is viewed. That view may occur when someone sees the event on Burbio, their App, listed in their Feed or if they get a update or change notification