

**REPORT FROM INFORMATION TECHNOLOGY – JULY 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.
- Continue converting old computers to Windows 10 this is an ongoing project for FY20
- Worked with the CPC to put projects on the website. We will be promoting these on Social Media in August.

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. Zoning Board of Appeals Meeting July 17, 2019
 2. Fourth of July & Fireworks July 6, 2019
 3. Board of Selectmen Meeting July 16, 2019
 4. Conservation Commission June 27, 2019
 5. ASRHS Fields Project Overview
- Facebook followers: **4,257**
- Twitter followers: **1,248**
- Email subscribers: **2,219**
- **Website:**
 1. Top Five Web Pages
 1. July 4th
 2. Sandy Pond Beach
 3. Police Department
 4. Assessor
 5. Transfer Station

2. Number of page views: **34,823**
3. Average Visit Duration: **2 minutes 6 seconds**
4. Mobile device usage is **56.4%** of the total. Desktop usage is **43.6%**

- **Government Calendars on Burbio:**

Town of Ayer | Number of events **72** | Number of impressions **2,612***

Schools | Number of events **35** | Number of impressions **430***

Library | Number of events **28** | Number of impressions **1,396***

**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*