



REPORT FROM INFORMATION TECHNOLOGY – NOVEMBER 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 Treasurer / Tax Collector records.
- Various Meetings
- Continue converting old computers to Windows 10. This is an ongoing project for FY20
- Webinars regarding the data breach at Bill Trust and Cyber Security Insurance

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. Ayer Board Of Selectmen Special Meeting Regarding 4th of July 2020 November 5, 2019
 2. Scout Finds Out Episode 1
 3. The 12th Annual Page Hilltop Veterans Day Ceremony November 8, 2019
 4. Ayer Board Of Health November 4th, 2019
 5. Candidates Forum November 18, 2019
- Facebook followers: 4,396
- Twitter followers: 1,283
- Email subscribers: 2,614

Website:

1. Top Five Web Pages
 1. AFD Thanksgiving Day Road Race
 2. Assessor
 3. Police
 4. Transfer Station
 5. Online Payments
 6. Fire Department
2. Number of page views: **26,379**
3. Average Visit Duration: **1 minute 44 seconds**
4. Mobile device usage is **54.4%** of the total. Desktop usage is **45.6%**

- **Government Calendars on Burbio:**

Town of Ayer | Number of events **68** | Number of impressions **3,446 ***

Schools | Number of events **38** | Number of impressions **896***

Library | Number of events **27** | Number of impressions **1,432***

**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*