REPORT FROM INFORMATION TECHNOLOGY – DECEMBER 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

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. Scout Finds Out – Episode 2, Lori Trahan
    2. ASRHS 1st Panther Awards Ceremony
    3. The High Ground – Episode 1
    4. Holiday Candlelight Stroll and Tree Lighting
    5. Scout Finds Out – Episode 3, Shaun Copeland
- Facebook followers: 4,420
- Twitter followers: 1,293
- Email subscribers: 2,633

Website:
1. Top Five Web Pages
    1. Online Payments
    2. Assessor
    3. Transfer Station
    4. DPW
    5. Parks Register & Pay

2. Number of page views: **22,580**
3. Average Visit Duration: **2 minutes 05 seconds**
4. Mobile device usage is **54.0%** of the total. Desktop usage is **44.0%**

- **Government Calendars on Burbio:**
  Town of Ayer | Number of events **51** | Number of impressions **2,774** *

Schools | Number of events **30** | Number of impressions **843***
Library | Number of events **22** | Number of impressions **1,089***
*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