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## REPORT FROM INFORMATION TECHNOLOGY – FEBRUARY 2020

### 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
- Replaced failing UPS in FD2 Server
- Resolved issue with DPW Server
- Setup for new Unibank software

### 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
- CPC Success Stories

### STATISTICS:

- Most Played Video:
  1. Page Hilltop Panther News Season 3 Episode 1 *Parks & Conservation Commission*
  2. Page Hilltop Musical *The Prince & The Pauper*
  3. Scout Finds Out Episode 4 – *Ayer Women's Rally*
  4. Strega Mama Episode 3 *If you Give a Mouse a Cookie*
  5. Page Hilltop Panther News Season 3 Episode 2 *DPW*
- Facebook followers: 4,350
- Twitter followers: 1,315
- Email subscribers: 2,672

### Website:

1. Top Five Web Pages
  1. Police Department
  2. 2020 Elections
  3. Fire Department
  4. Online Payments
  5. Assessor
2. Number of page views: **21,784**
3. Average Visit Duration: **2 minutes 26 seconds**

4. Mobile device usage is **46%** of the total. Desktop usage is **54%**

- **Government Calendars on Burbio:**

Town of Ayer | Number of events **55** | Number of impressions **4,525** \*

Schools | Number of events **24** | Number of impressions **849**\*

Library | Number of events **32** | Number of impressions **2,524**\*

*\*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*