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## **REPORT FROM INFORMATION TECHNOLOGY – JUNE 2021**

### **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.
- Continue with digitizing documents.
- Setup and facilitate remote participation for Zoom meetings.
- Data Extraction Project

### **WEBSITE / SOCIAL MEDIA:**

- Keep website and Social Media up to date
- Monitor Daily
- Add video to the Town's website and Social Media.
- 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:**

1. Facebook followers: 4,792
2. Twitter followers: 1,407
3. Email subscribers: 3,499

#### **Website:**

1. Top Five Web Pages
  1. Assessor
  2. Sandy Pond Beach
  3. Online Payments
  4. Police
  5. DPW
2. Number of page views: 42,835
3. Average visit duration: 35,916
4. Mobile device usage is 21.3%, desktop usage is 78.7%
5. Zoom meetings facilitated: 10

### **Phishing fact:**

Phishing lures with adult themes have spiked over the past year, according to researchers at GreatHorn. The researchers explain that these emails are effective at getting people to click and will also make victims reluctant to report the attack once they realize they've been scammed. **"Between May 2020 and April 2021, the number of such attacks increased 974%,"** the researchers write. "These attacks reach across a broad spectrum of industries and appear to target based on male-sounding usernames in company email addresses." The researchers note that in addition to stealing information, the attackers can also return to blackmail victims.