Social Media Management system improvements

Ideas to improve

- Publishing directly to social media (Doddy explained that this exists in other platforms)
  - Let's do it manually for a while and when the process is mature enough, let's automate
- Once we use the system, and if we start having urgent posts (ex.: during a live event), we should tweak the system to have an urgent mode.
  - So we had a new urgent status, and alerts are sent every minute instead of 8 hours here: Social Media Alerts. This could happen during events.