Vorticial Publishing Calendar.

Hello!
Here I send you the detailed information along with some ideas on how we might approach the main challenges for the Vorticial Publishing Calendar app. I have also included practical solutions that could help us make the app not only functional but also adaptive to user needs and changing trends in social media.
You will find explanations on how to avoid content saturation, customize posts for different platforms, maintain a balance between automation and human touch, and ensure compliance with privacy regulations. I have also included ideas for efficiently managing content within folders, using everything from automatic sorting to artificial intelligence to optimize posting planning.
In addition to this text, I have attached some diagrams that visualize these ideas, hoping that all this will facilitate your understanding of the general concept and assist you in the app development process.
Should you have any questions or need more information, I'm here to help!
Regards,
Ronald Diaz and Patricia Diaz.

Introduction to the Problem
Context
In today's social media environment, both for individuals and businesses, a constant digital presence is essential to maintain relevance and audience engagement. However, the underlying challenge of this need is efficient time management, especially when it comes to content production and publication. Content creators and social media managers often face the difficulty of maintaining a steady flow of posts due to the demands of generating new and appealing content regularly.
Specific Challenge
The main problem in managing social media is making decisions about what to post. This decision not only consumes valuable time but can also lead to indecision and procrastination, which affects the consistency and quality of the posts. Often, those responsible for managing these platforms do not have all the pre-designed posts, which further complicates the process. Inspired by how public figures, like presidents, remove the daily decision of what to wear by having preselected outfits, there arises a need for a tool that simplifies and automates the selection of content to post, thereby ensuring efficiency and consistency.

Proposed Solution: Vorticial Publishing Calendar
Concept of the Vorticial Calendar
The Vorticial Publishing Calendar app introduces an innovative approach to managing content planning on social media. Inspired by the dynamic and organized movement of a vortex, this calendar allows intuitive visualization and management of publishing tasks. In this system, users can pre-arrange content in different thematic categories, which are visually represented in an interface that simulates a vortex. This structure not only facilitates an overview of the planned content but also makes the daily selection process quick and effortless, eliminating indecision.
Automation and Simplification

The vorticial calendar is designed to simplify the daily routine of social media managers by automating publication decisions. Just as a president does not waste time deciding what to wear thanks to a preselected set of outfits, users of this app will not have to waste time deciding what to post each day. The app allows linking up to 9 folders with specific themes or products, where users can store all the desired content in advance. According to the scheduled calendar, the app will automatically notify the user about the specific content that should be published that day, allowing minor modifications such as adding text or stickers before the final publication.

This approach not only ensures a constant presence on social media but also frees up time for managers to focus on other important tasks, such as interacting with followers or analyzing content performance.

Main Features

Vorticial Structure and Thematic Folders

The Vorticial Publishing Calendar app uses a visual structure in the form of a vortex to organize and present the scheduled content. This unique interface allows users to easily visualize how content is distributed over time. Within this structure, users can configure up to 9 different thematic folders. Each folder is assigned to a specific theme or product and can store all types of related content, such as images, videos, and texts. Users can fill these folders in advance, ensuring that there is always content ready to be published according to the established calendar.

Publication Notifications

Once the content is organized in the thematic folders, the app takes care of reminding users what content should be published and when. The app sends automatic notifications three times a day: in the morning, in the afternoon, and at night. In addition, it offers the option to set specific times for these notifications, allowing users to adapt the publication calendar to their optimal routines and schedules. This functionality eliminates the need to manually remember publication dates or decide what content is appropriate for each moment, greatly simplifying the social media management process.
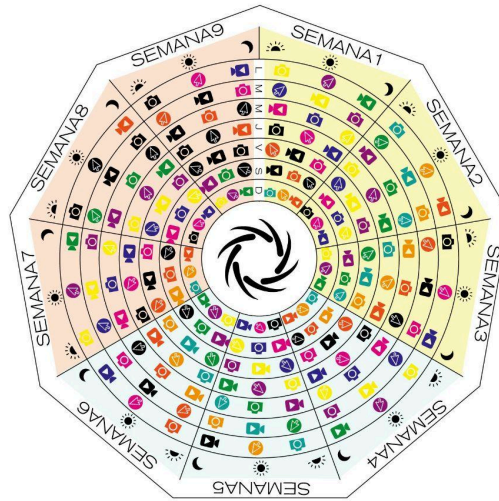
Publication Options

The app not only notifies users about what to post but also offers flexibility in how the content is published. Users can choose from several publication options, including stories, feed posts, or reels on platforms like Instagram, Facebook, and other popular social networks. Additionally, before the final publication, users can make minor adjustments to the notified content, such as adding stickers, text, or modifying the image, which allows customizing the posts while maintaining efficiency and reducing the time dedicated to editing.

These features not only make the Vorticial Publishing Calendar a highly efficient tool for content management on social media but also provide great flexibility and control over the presentation of the content, ensuring that the posts are both timely and appealing.

CALENDARIO VORTICIAL
DE PUBLICACIÓN

3 CICLOS
9 SEMANAS/63 DIAS
9 CARPETAS/21 POST
189 POST

▶ VIDEO
📷 FOTO
🔄 DIGITAL

SEMANA9 · SEMANA1 · SEMANA2 · SEMANA3 · SEMANA4 · SEMANA5 · SEMANA6 · SEMANA7 · SEMANA8

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