



The

SocialFi

Shift



Reshaping how users connect,
create, and transact onchain

Contents

Introduction	3
Key takeaways	4
1. The Onchain Social Graph	5
People are inherently social	6
2. The Rise of SocialFi	8
What's driving this growth?	9
Decentralized social	10
Social discovery and trading	13
Automating trading	15
Launching new tokens, socially	16
3. The Onchain Future	18
The evolution of SocialFi	19
Further reading About 0x	21

Introduction



Amir Bandeali

Co-Founder & Co-CEO | 0x

SocialFi represents a pivotal shift in the Web3 ecosystem, where the convergence of social interaction and decentralized finance is reshaping how users connect, create, and transact onchain. At the heart of this evolution is the realization that tech for tech's sake isn't enough, it's about how it's embedded into people's lives. And people are inherently social.

This is often lost in technical echo chambers and reflected in debates that have swirled in the space for years - how do we actually achieve the next stage of adoption and bring the next wave of users onchain? DeFi has provided the tools to democratize access to financial markets, putting the power in the hands of individuals. How do you get people to actually use it?

Now, from Farcaster to Interface, new protocols and apps are emerging to reimagine the internet's social graph and embed DeFi into the spaces where people already are.

These platforms not only prioritize user ownership, censorship resistance, and composability but are also creating new ways for users to engage with tokens and content onchain.

Whether it's trading directly from a social feed or earning from community participation, SocialFi is unlocking entirely new behaviors and incentives - accelerating the onchain economy. And it's not a niche, it is becoming the default interface to Web3.

As the onchain social graph becomes more legible and interactive, we're witnessing a shift from fragmented onchain activity to a dynamic, discoverable social layer embedded within the crypto experience. This report investigates the infrastructure, platforms, and trends that are driving this shift.

Key takeaways

1 Onchain activity is a open social graph

Every swap, mint, tip, or onchain follow leaves a public footprint, mapping relationships between individuals, communities, and projects. Together, these interactions form a new kind of social graph, one that is open, composable, and owned by users.

2 The social model, reimagined

Unlike traditional social networks, where your connections are trapped in walled gardens, the onchain social graph is inherently portable and transparent. Anyone can tap into it, build on top of it, and create new experiences - from personalized feeds to social trading to community-driven economies.

3 A convergence of social interaction and decentralized finance

SociaFi helps aggregate and surface onchain activity in a user-friendly, discoverable, and actionable social graph - enabling users to connect their onchain and social identities, gain deeper insight into their communities, and trade directly from their social feeds.

4 Accelerating the onchain network for tokens

New tools for the social graph are enabling people to follow, share, and trade with their network all from one place. Developers can utilize these new networks to reach millions of onchain users directly where they're at.

5 The emergence of a unified social-financial layer

SociaFi is dissolving the boundaries between social platforms and DeFi apps—driving a more integrated, composable Web3 experience. We are seeing the ecosystem converge into a unified social-financial layer.



The Onchain

Social Graph

People are inherently social. And so too is Web3.

Blockchains have unleashed a democratizing force, making markets more globally accessible and helping put the power back in the hands of individuals. DeFi has given people open, permissionless tools, enabling peer to peer exchange.

But increasingly, it's not just value that's being exchanged - it's social signals. Every swap, mint, tip, or onchain follow leaves a public footprint, mapping relationships between individuals, communities, and projects. Together, these interactions form a new kind of social graph, one that is open, composable, and owned by users.

Unlike traditional social networks, where your connections are trapped in walled gardens, the onchain social graph is inherently portable and transparent. As we'll see, anyone can tap into it, build on top of it, and create new experiences - from personalized feeds to social trading to community-driven economies.

At the same time, social platforms have played an integral role in shaping and growing the Web3 ecosystem. Crypto Twitter, as it's euphemistically known, has long been the channel for keeping a pulse on what's happening in Web3, necessary for staying plugged in and interacting socially. From traders like Cobie and GCR to thought leaders like Mert and Nadar, Twitter is where many onchain ideas have been born and markets made.

Communities of like-minded people have sprouted up around projects of all kinds, often a strong indicator of a project's long term success. Discord and Telegram channels, of various degrees of engagement and activity, have proliferated. These platforms have become the go-tos for joining, communicating, and interacting within communities and between projects.



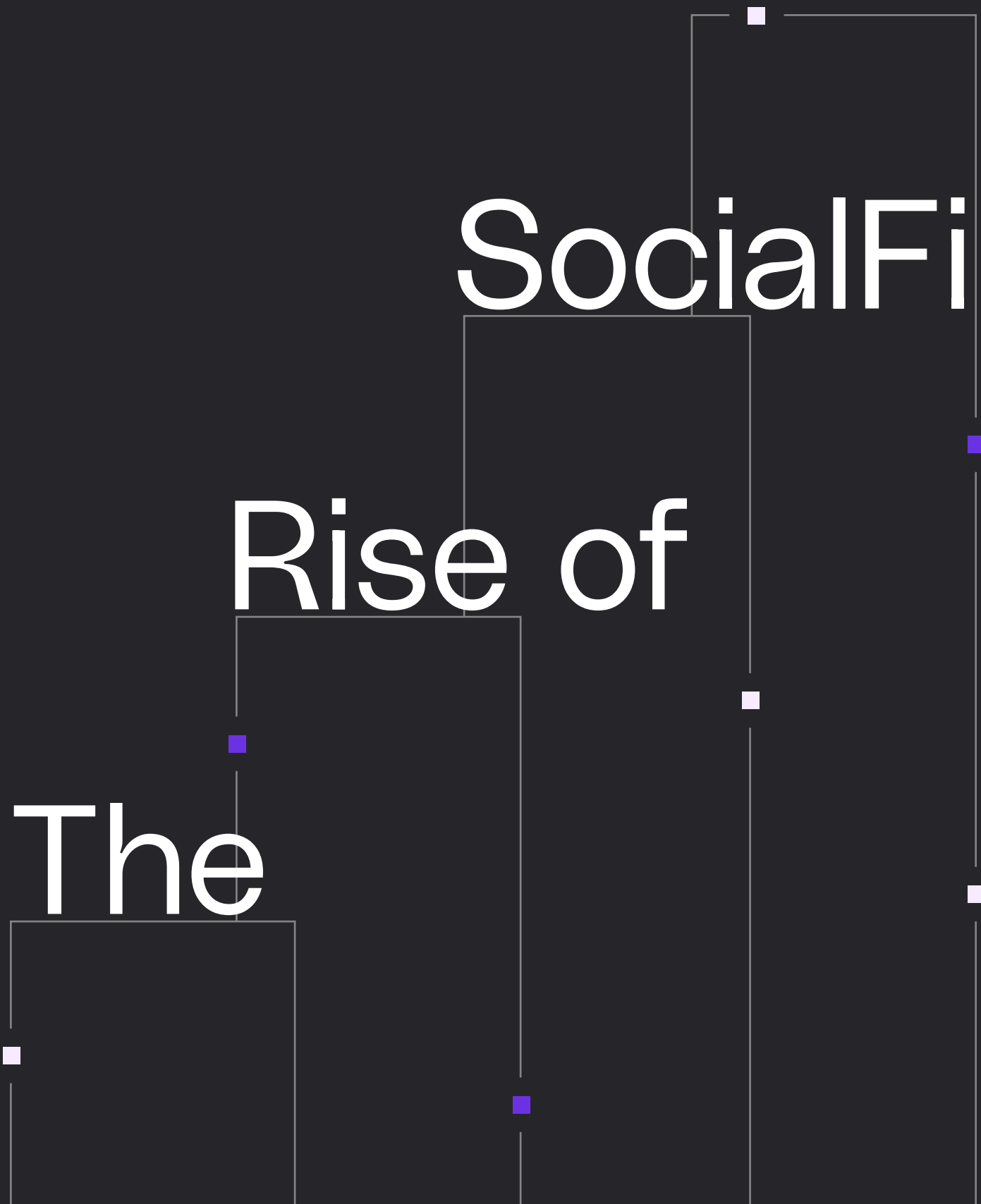
The onchain social graph is the foundation for the next evolution of the onchain economy. It redefines the creator economy—giving creators true ownership of their content, direct access to their communities, and the power for anyone to monetize. This isn't just a shift. It's the dawn of a new era.

Joanie Cusack, PMM at Base

And what are memecoins and NFTs if not social? We've seen this same trend in TradFi, with the growth of social trading and meme stocks on platforms like Robinhood. The power of WallStreetsBets, and the Gamestop short squeeze, was driven by a variety of factors - the lure of profit, scorn for large centralized financial players, and ultimately for fun.

Deeply rooted in all of these is a desire for social interaction and the emergence of a new social infrastructure made possible only by an open and permissionless public ledger. As this onchain social graph becomes more legible and interactive, it lays the foundation for a fundamentally new internet: one where financial and social identities are intertwined, and where value and culture move together.

And yet, all of this is fragmented across many different tools and interfaces. The daily happenings of the space, or even particular communities, are not entirely legible. There has been a fundamental disconnect between social spaces and crypto's killer app, DeFi. Until now.

An abstract geometric design featuring several thin white lines that form a series of nested and overlapping rectangles and vertical paths. Small purple squares are placed at various intersections and endpoints of these lines, creating a minimalist, architectural feel.

The Rise of SocialFi

SocialFi is solving the disconnect between social interaction and decentralized finance.

By organizing and presenting onchain activity in a format that's discoverable, it transforms raw data into meaningful social context. This legibility creates the foundation for a more connected onchain world, empowering people to follow, share, and trade within their social circles, all from a single platform.

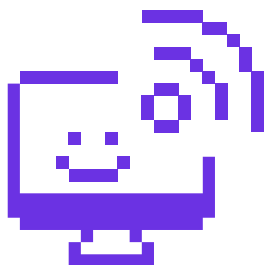
New apps are beginning to tap into, build on top of, and create new experiences from the onchain social graph.

By embedding decentralized finance directly within social spaces, SocialFi empowers users to connect their onchain and social identities, gain deeper insight into their communities, and trade directly from their social feeds.

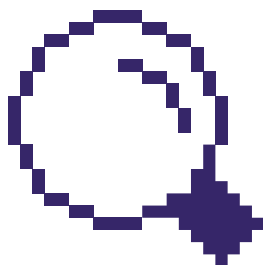
Developers can utilize these new networks to reach millions of onchain users where they're at, gaining distribution directly through the social feed. And the space is heating up, with 3x growth in just the past year.

In this chapter, we'll explore the infrastructure and apps laying the foundation for this fundamentally new onchain experience.

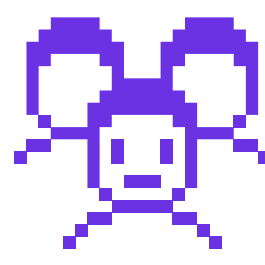
What's driving this growth?



People want to have fun onchain



Find new tokens and ways to earn onchain



Own and merge their social and onchain identities

Decentralized social (DeSoc) leverages blockchain technology to create decentralized social platforms where users have greater control over their data, interactions, and monetization opportunities.

In traditional social media, platforms like Facebook or Twitter own and control user data, content, and monetization mechanisms. These platforms generate revenue primarily through advertisements and by selling user data, while users rarely share in the profits their contributions generate.

Unlike these platforms, where companies profit from user-generated content and data, decentralized platforms redistribute this value back to users. At its core, DeSoc aims to create a more equitable and participatory ecosystem for online social interactions. It enables users to earn rewards, govern platforms, and own their data and social identity.

Traditional social platforms are also controlled by centralized entities, with decisions around algorithms, user data, and features made without the input of users. DeSoc, however, empowers users, allowing communities to shape platform rules and updates.

Decentralized social reimagines the social model, where users retain ownership of their content and data, enabled by an open and permissionless public ledger. SocialFi platforms can use token economies to reward users for their participation, whether by creating content, engaging with others, or curating high-quality material. And identity and data are portable, enabling users to easily switch between apps and platforms.

Additionally, these platforms prioritize censorship resistance, ensuring that no central authority can arbitrarily remove content or silence users. By redistributing power and revenue to users, SocialFi offers a more democratic alternative to traditional social media.

The opportunity for disrupting entrenched yet widely criticized social media platforms with more open alternatives is massive. X alone, one of the most used social platforms in Web3, has 586 million users. With concerns around data ownership, deboosting, and content moderation, we have also seen the emergence of new platforms such as BlueSky, Mastodon, and Farcaster.

5.24B

Global users

586M

X users

872k

Farcaster users

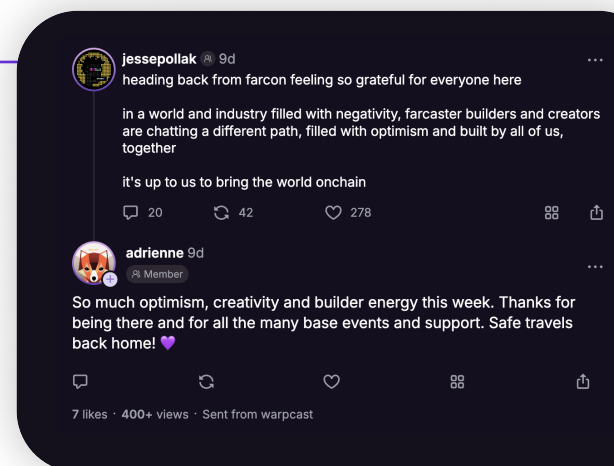


Spotlight: Farcaster

Farcaster has been one of the most successful of this new wave of decentralized social platforms, seeing rapid growth built around a highly engaged community of Web3 participants.

Farcaster itself is a protocol - a decentralized social network that addresses concerns around privacy, censorship, and monopolization by giving users the ability to completely own their social identities and social graph. It consists of three layers: the protocol, clients, and apps built on top of the protocol.

Users can easily switch between clients without losing their profile, data, or followers.



Warpcast, built by the Farcaster team, has seen the strongest adoption and spurred an array of novel mechanisms rewarding quality user participation - including Warps, Rewards, Degen tips, and more. Now the team is more deeply integrating DeFi into the social experience. Warpcast launched an embedded wallet and has integrated features found in other SocialFi apps, including P2P payments and swaps.

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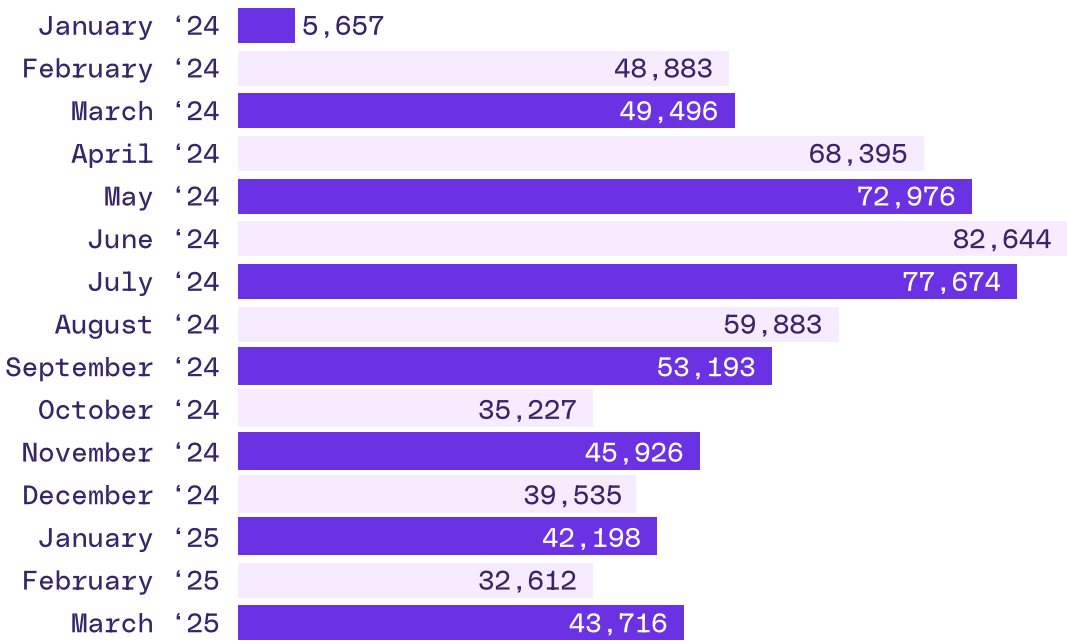
Crypto's financial infrastructure isn't just about speculation - it's a foundational, neutral layer that makes transactions native to apps, enabling communities to create, share, and exchange value in more social and connected ways.

Ted, Farcaster

Farcaster saw rapid growth last year, growing from 5,657 monthly active users in January 2024 to a peak of 82,644 monthly active users in June 2024, in a span of just six months. Since launch, there have been 870k Farcaster IDs created and over 244M total casts on the network.

Farcaster, monthly active users

Source: [annieag](#), [Dune Analytics](#)





Lens

Lens Protocol is a decentralized social graph that allows users to own their profile. Users can port their profiles and content across multiple decentralized applications (dApps) built on Lens, ensuring full ownership and interoperability.



Friend.tech

Users can tokenize their social connections by letting followers buy "shares" in their profiles. Owners of these shares can access exclusive content or conversations with the profile creator. These platforms reward users with tokens for participating in the ecosystem, creating a gamified experience that incentivizes engagement.

Social discovery and trading

While decentralized social platforms are offering an alternative to traditional platforms, new SocialFi apps have started to emerge at the intersection of DeSoc and DeFi. These apps aggregate onchain activity across chains, protocols, and platforms, and then turn that activity into a user-friendly, discoverable social feed - aiming to surface and make actionable the social graph of the blockchain.

\$598B

DEX trading volume
in January 2025

\$429B

Q4 trading volume
on Coinbase

\$3.2B

Social trading market

By embedding DeFi tools, such as swaps, directly into this experience, users are able to follow, share, and trade with their network all from one place.

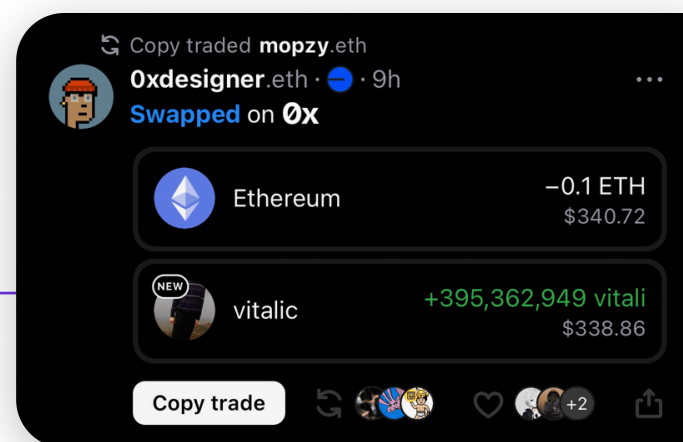
What does this enable?

Instead of relying on complex analytical dashboards and tools, which are what DeFi users have traditionally turned to for insights and alpha, users can rely on their community - tracking what they are interacting with, what tokens they are buying, how they are performing, copy trading them, and instantly acting on alpha without ever leaving the app.

This opens up all kinds of new opportunities:

- Wallet addresses can be connected to your social network, giving names to addresses
- See how friends have interacted with specific smart contracts and tokens
- View onchain activity of friends
- Easily surface onchain activity in the social feed, from token buys and sells to NFT mints

Copytrading has already proven to be a powerful new onchain discovery tool, allowing users to easily see who copied whom and navigate to the source of the original signal. With one seemingly simple new feature, a new social graph was born, enabling an entirely new way to interact with communities and tokens.



Spotlight: Interface

Interface is one of the standouts of this new breed of Web3 apps. It was built with the goal of connecting people through a readable, navigable, and discoverable Web3 interface - bringing together all of this activity with a universal frontend tailor-built for social use cases.

SocialFi, as shown by Interface, presents a new way for people to discover what's happening onchain and to bring DeFi directly into the social world.

Automating trading

AI agents are autonomous agents designed to analyze data, execute actions, and interact with smart contracts - providing intelligent automation onchain.

Due to the permissionless nature of blockchains, AI agents are well suited to provide intelligent automation onchain. Unlike in TradFi, agents can own digital assets, execute transactions, and interact with smart contracts directly.

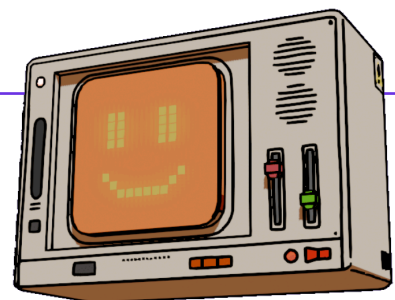
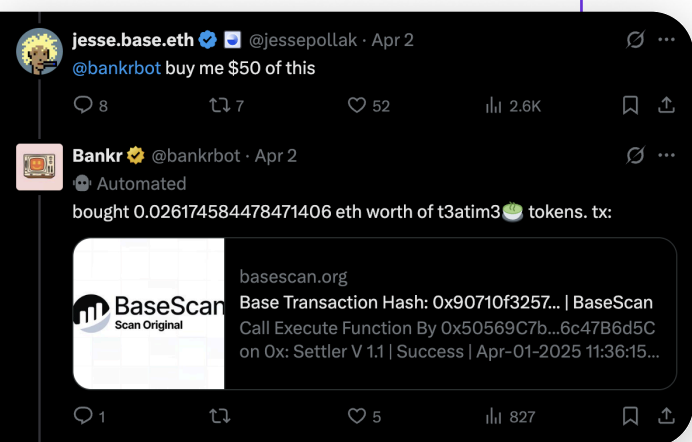
Agents hold the potential to unlock onchain alpha with automated analysis of onchain and offchain data, optimized strategies, and automated trading.

BANKR

Spotlight: Bankr

Bankr replaces traditional transaction experiences with a single, intuitive AI-powered companion that acts as your partner in navigating financial ideas as they come to life in social spaces.

By integrating into platforms where onchain ideas are born - Warpcast, X, Discord, and Telegram - Bankr aims to make trading more intuitive, conversational, and accessible. Bankr combines the power of decentralized finance, the deeply embedded connections and insights that come from social interaction, and the automation of AI agents all in one.



What does this enable?

- **Real time insights:** Users get real-time insights and trends from onchain activity and offchain data (including Twitter and Farcaster) to spot the latest alpha. User agents can track social media, onchain transactions, and portfolios to spot trends and uncover actionable alpha in real time.
- **Social sentiment analysis:** AI agents can perform sentiment analysis on tweets and casts, helping users gauge market sentiment and participate in trending conversations.
- **Natural language trading:** Users can buy, sell, and manage their portfolios using natural language commands, making token swaps more intuitive and seamless.

Agents are scalable: Meaning agents can be customized to virtually any use case, from trading and portfolio management to community engagement and beyond. The full power of DeFAI has yet to be realized.



Finance is no longer confined to spreadsheets or trading terminals. Today, financial ideas come to life in social spaces. SocialFi is bridging the gap between ideas and action, transforming decentralized finance into an intuitive user led experience.

Deployer, Co-Founder at Bankr

Launching new tokens, socially

Token deployers and launchpads represent a novel intersection of decentralized finance and social interaction, providing a platform for rapid token creation and community engagement.

Launchpads, such as Pump.fun and Clanker, enable users to create and trade memecoins instantly without the need to seed liquidity.

Clanker is an automated token deployment tool that simplifies the creation and launch of tokens on Base. Clanker enables users to create tokens by tagging @clanker on Farcaster and providing the token's name, ticker, and optional image.

245k

tokens deployed

\$2.7B

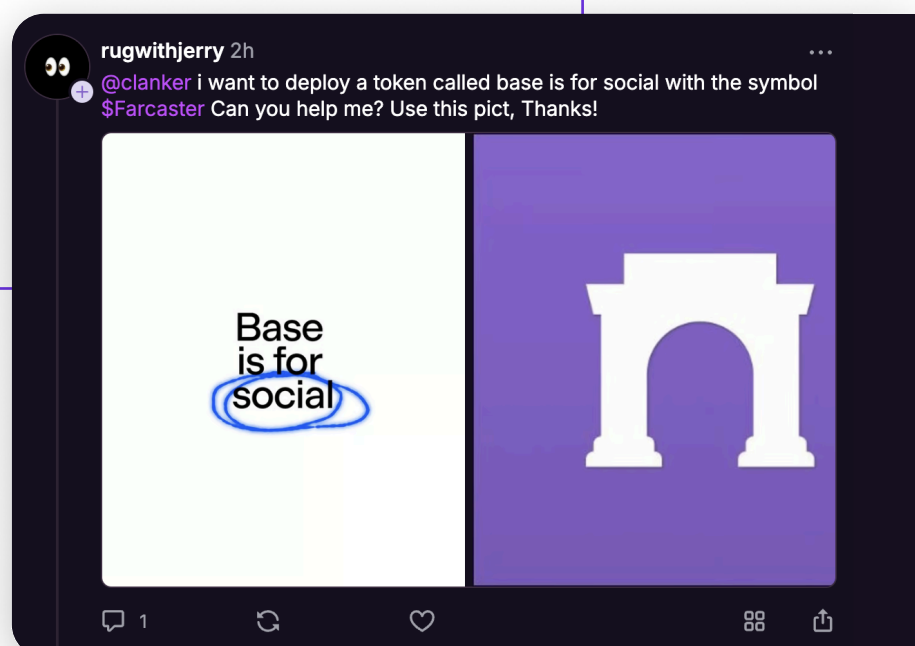
in trading volume

Spotlight: Clanker

Clanker automates the token deployment process, including minting the token and establishing a Uniswap pool paired with WETH to allow for immediate trading. Clanker integrates with social networks like X and Farcaster through interfaces such as Bankr and Clank.fun, facilitating social distribution and engagement with newly launched tokens.

Since launching in November 2024, Clanker has seen significant growth. Within just four months, the platform has facilitated the creation of over 245 thousand tokens and onchain swap volume of \$2.7 billion.

Clanker represents a convergence of all the aforementioned developments, combining AI automation with the social discovery enabled by the emergence of decentralized social networks like Farcaster to democratize access to token deployment and accelerate the onchain network for tokens.





We're entering a new era of the internet - one where the foundational elements of value and identity are not just onchain, but interwoven with our social fabric.

SocialFi represents a pivotal evolution in the Web3 ecosystem. It's a deeper reconfiguration of how value is created, discovered, and distributed online. What started as siloed financial tools and fragmented communities is rapidly becoming a unified, participatory social-financial layer.

From Farcaster to Interface, new protocols and apps are emerging to reimagine the internet's social architecture. These platforms not only prioritize user ownership, censorship resistance, and composability but are also building new ways to monetize and engage with content natively onchain.

From self-custody wallets to decentralized social graphs, we're watching a convergence unfold:

- Wallets are becoming social interfaces
- Feeds are becoming trading terminals
- Tokens are becoming a collective act of culture

This isn't just DeFi with a social wrapper. It's a shift in how the internet works.

In traditional finance, the path to discovery is top-down: fund managers, analysts, and ad campaigns. In Web3, discovery is bottom-up and peer-driven. Alpha spreads not through dashboards, but through conversations. Tokens trend because of memes, cast threads, and community movements.

And now, we're building the infrastructure to support that reality.

Farcaster's Frames, Interface's feed-native swaps, Clanker's one-click token launches - all of these are signals of a more legible and programmable onchain social graph, one where anyone can read, write, and remix.

A call to builders

We believe the next generation of Web3 apps won't be "DeFi" or "Social" - they'll be both. Whether you're building a wallet or a social product, all apps need to be thinking about DeFi and social not in isolation but as interwoven.

That means there's still massive white space ahead. We don't have all the answers - but this is where the internet is headed.

So we want to hear from you.

If you're building in this space, share your vision for the future of SocialFi.

What are we missing? What excites you most? What keeps you up at night?

Use the hashtag **#FutureOfSocialFi** or reply directly to our report launch post on X or Farcaster. We'll spotlight the most compelling responses in a follow-up blog and discussion series.

Further Reading

- [SocialFi explained](#), 0x, November 2024
- [AI agents explained](#), 0x, January 2025
- [Interface case study](#), 0x, December 2024
- [Bankr case study](#), 0x, March 2025

About 0x

Embed swaps in your onchain app

\$150B+
trading volume

80M+
transactions

10M+
unique users

Powering leading SocialFi apps



BANKR

Contact us

With 0x building in the space since 2017, we trusted their expertise and battle-tested infrastructure to provide the most reliable swap experience for users. 0x gives us the confidence that we can execute trades reliably and at the best price. And not only is it great tech, it's super simple to use.

Deployer | Co-Founder of Bankr

Ready to start building?

Create a 0x account and get started, for free, in less than five minutes.

[Create account](#)

