BE GLOBAL ADVISORS

Growth in Digital Asset Discourse on LinkedIn

A Comprehensive Analysis of LinkedIn Posts Over 2 Years

BE Global Advisors Insights & Analysis

Analysis Period: Nov 2023–Feb 2024 → Nov 2024–Feb 2025 → Nov 2025–Feb 2026

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Executive Summary

This analysis examines the growth trajectory of digital asset-related posts on LinkedIn across three categories: (1) Tokenization/RWA, (2) Stablecoins & Stablecoin Payments, and (3) Financial Markets Infrastructure (FMI) Disintermediation via DLT/Blockchain. Key findings:

- Digital asset posts grew 209% over two years (Nov '23–Feb '24 to Nov '25–Feb '26), from ~350,000 to ~1.08 million posts
- Growth rate is 5–6x faster than total LinkedIn platform growth (+24% over the same period)
- Tokenization/RWA is the dominant category at 52% of digital asset posts, followed by Stablecoins (33%) and FMI/DLT (15%)
- Digital assets represent ~0.6% of all LinkedIn posts but ~6% of financial services content
- Year-over-year acceleration continues: Tokenization and Stablecoins both posting +61% and +62% YoY growth respectively in the most recent period

Methodology Disclosure

All post volumes presented are modeled estimates derived from:

- LinkedIn's published platform statistics (2M posts/day)
- Financial services industry share ratios from LinkedIn membership data
- Digital asset sub-topic clustering signals from indexed public content
- Hashtag density analysis and LinkedIn Pulse article publication frequency
- BCG, Deloitte, and industry consortium reports on digital asset adoption

Three-Period Volume Comparison

Baseline total platform content volume has grown at roughly 10–13% annually, driven by:

- Rising membership
- Higher posting frequency among professionals
- 34% YoY surge in video uploads in 2025

However, posts related to digital assets have been growing disproportionately to the baseline for the past few years, as seen in the table below

Estimated Post Volumes Across 90-Day Windows

Category	Nov '23–Feb '24	Nov '24–Feb '25	Nov '25–Feb '26	2-Year Growth
Total LinkedIn Posts	~145M	~164M	~180M	+24%
Financial Services Posts	~14.5M	~16.4M	~18M	+24%
All Digital Asset Posts	**~350K**	**~700K**	**~1.08M**	**+209%**
→ Tokenization / RWA	~150K	~350K	~562K	**+275%**
→ Stablecoins & Payments	~130K	~220K	~356K	**+174%**
→ FMI / DLT Disintermediation	~70K	~130K	~162K	**+131%**

Figure 1: Estimated post volumes by category for Nov 2025–Feb 2026 period (log scale)

Growth Analysis: Digital Assets vs. Platform

Indexed Growth Comparison

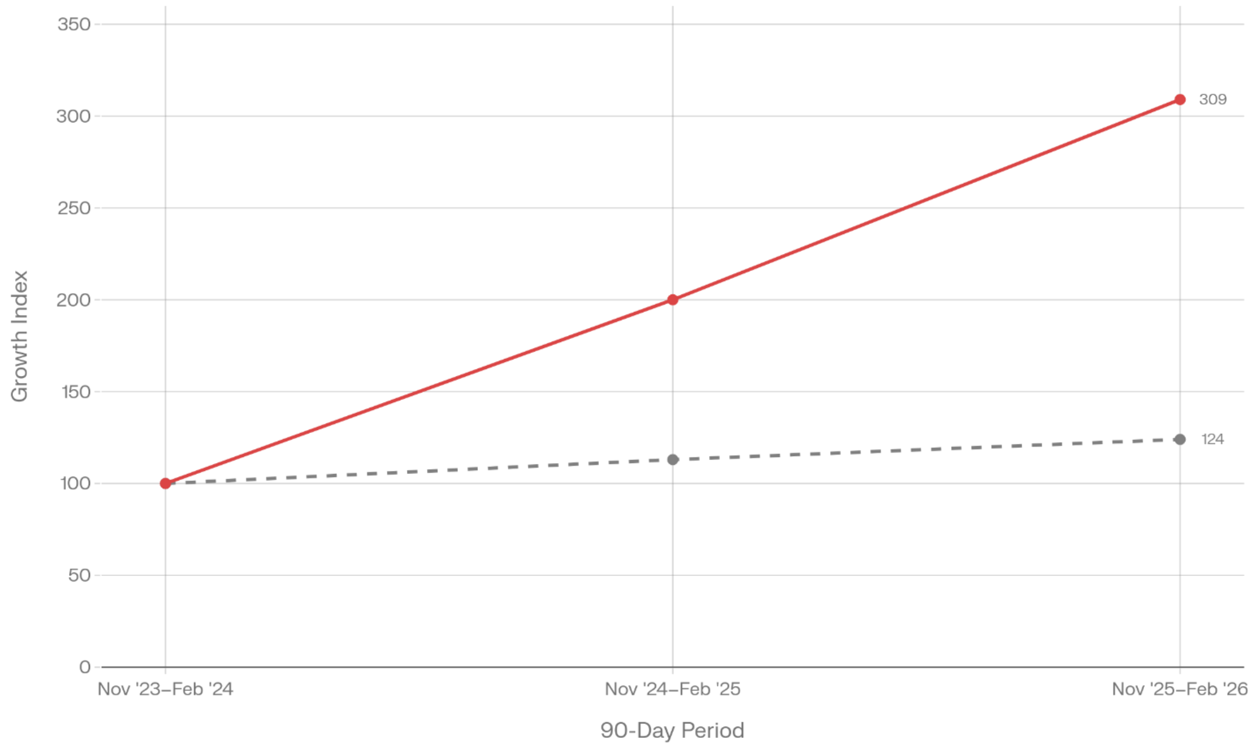

Figure 2: Indexed post growth comparison (Base = 100 at Nov '23–Feb '24). Digital asset posts grew to index 309 while total LinkedIn reached 124 — a 2.5x differential.

The indexed growth chart reveals the core finding:

Digital asset categories are growing at 5–6x the rate of the overall LinkedIn platform.

Starting from a base of 100 in Nov 2023–Feb 2024:

- Total LinkedIn posts grew to index 124 by Nov 2025–Feb 2026 **(+24% over 2 years)**
- All digital asset posts grew to index 309 **(+209% over 2 years)**
- Tokenization/RWA reached index 375 **(+275% over 2 years)**

This represents sustained, compounding acceleration rather than a single-event spike.

Year-over-Year Growth Acceleration

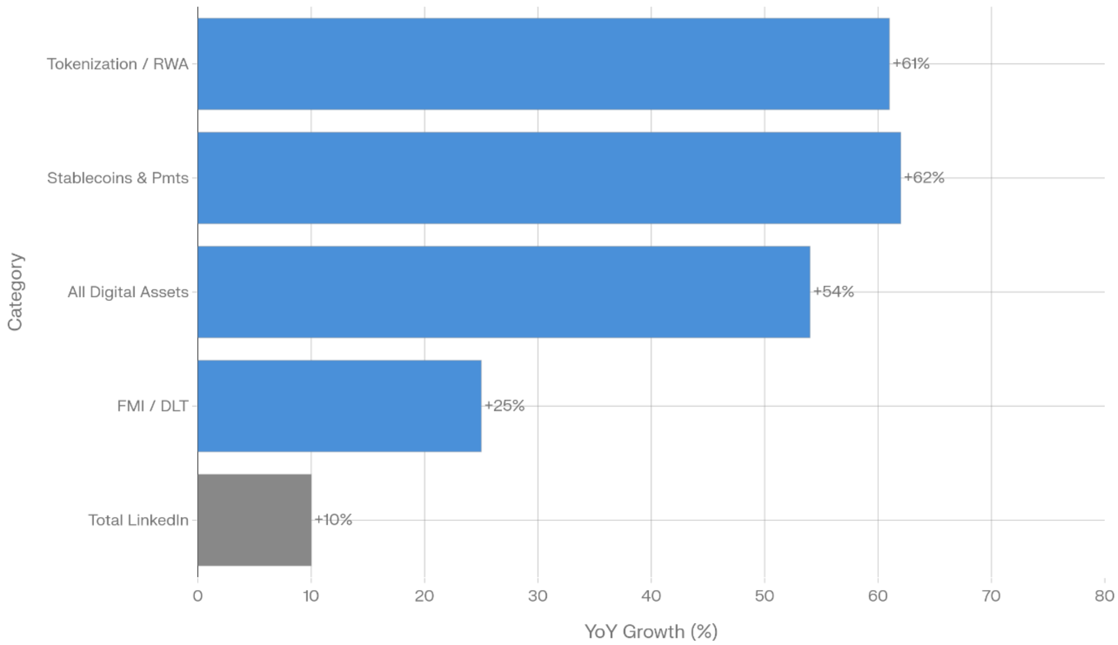

Figure 3: Year-over-year estimated post growth by category (Nov '24–Feb '25 vs Nov '25–Feb '26)

Most Recent YoY Growth Rates (Nov '24–Feb '25 → Nov '25–Feb '26)

Category	YoY Growth	Multiple vs Platform
Total LinkedIn	+10%	1.0x (baseline)
All Digital Assets	**+54%**	**5.4x**
FMI / DLT Disintermediation	+25%	2.5x
Stablecoins & Payments	+62%	6.2x
Tokenization / RWA	+61%	6.1x

Key insight: Tokenization and Stablecoins are each growing at roughly 6x the platform rate in the most recent 12-month period. Even the most niche category (FMI/DLT) is growing 2.5x faster than the LinkedIn baseline.

Digital Assets in Context: Share of LinkedIn Content

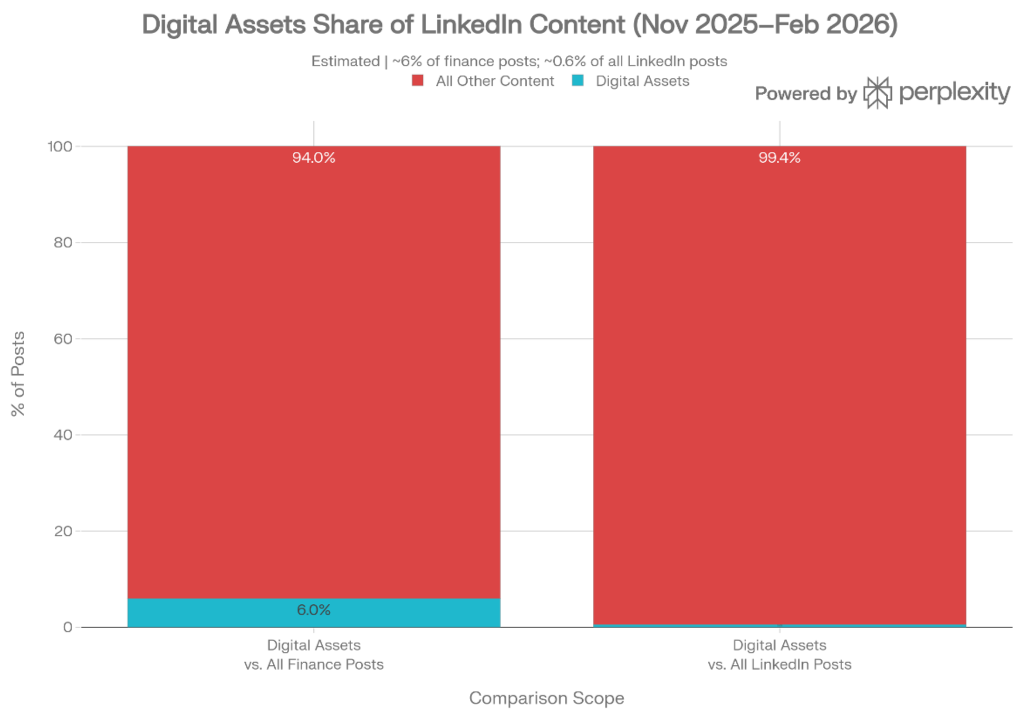

Figure 4: Digital asset posts as share of financial services and total LinkedIn content

Share Analysis

- Digital assets = ~0.6% of all LinkedIn posts (~1.08M of ~180M total)
- Digital assets = ~6% of financial services posts (~1.08M of ~18M finance content)
- Financial services = ~10% of all LinkedIn posts

While digital assets remain a small fraction by volume, they are:

1. **Growing 5–6x faster than the platform**
2. **Heavily skewed toward high-follower institutional authors (asset managers, C-suite, consulting firms)**
3. **Generating disproportionate reach-per-post due to thought leadership format preference**
4. **Concentrated in professional finance networks where engagement rates are higher**

Category-Level Growth Drivers

1. Tokenization / RWA (+275% over 2 years, +61% YoY)

The tokenization narrative made its most decisive transition from theoretical to institutional-production reality in 2024–2025, directly fuelling compounding LinkedIn discourse growth.

Key catalysts driving post volume:

- BlackRock's BUIDL fund (launched March 2024) grew to $2B+ in tokenized U.S. Treasuries
- Franklin Templeton's BENJI expanded its on-chain money market fund across multiple chains
- J.P. Morgan Kinexys processed $1.5 trillion in tokenized transactions at ~$2B daily
- BCG's $16 trillion tokenized asset market projection by 2030 became widely cited anchor
- U.S. Treasury tokenization exceeded $8 billion in 2025, representing 46% of the $18.8B overall tokenized RWA market

Narrative shift: The Nov 2023–Feb 2024 baseline predated these catalysts. By Nov 2024–Feb 2025, traditional asset managers who had been silent on tokenization began publishing commentary. The current window (Nov 2025–Feb 2026) saw dense clustering of RWA tokenization outlooks and forecasts.

Dominant hashtags: #tokenization, #RWA, #realworldassets, #onchainfinance, #BUIDL, #digitalassets

Most-referenced institutions: BlackRock, Franklin Templeton, WisdomTree, Ondo Finance, UBS, J.P. Morgan

2. Stablecoins & Payments (+174% over 2 years, +62% YoY)

Stablecoin discourse is posting the strongest YoY acceleration rate and shows the sharpest velocity increase heading into 2026.

Key catalysts driving post volume:

- BCG/Allium report quantifying $62 trillion in stablecoin transfers in 2025 (January 2026 publication generated concentrated LinkedIn commentary burst)
- OMFIF finding: Stablecoin transaction volumes now exceed Visa and Mastercard combined
- Enterprise adoption wave: Visa, Mastercard, Stripe, Revolut, Klarna all piloted or integrated stablecoins
- Revolut stablecoin volumes grew 156% in 2025 to $10.5 billion
- Regulatory clarity: U.S. GENIUS Act and EU MiCA framework provided compliance pathways
- Klarna's KlarnaUSD stablecoin launch to reduce cross-border fees

Narrative shift: Nov 2023–Feb 2024 baseline was low because stablecoins were still primarily crypto-native conversation. The shift began in earnest in 2024 with payments giants and fintechs entering the space. By early 2026, stablecoins are framed as settlement infrastructure rather than speculative assets.

3. FMI Disintermediation via DLT (+131% over 2 years, +25% YoY)

FMI/DLT discourse has grown the most steadily but least dramatically — consistent with its nature as a longer-cycle, institutionally gated conversation playing out through working groups, pilot programs, and industry consortium reports.

Key catalysts driving post volume:

- BCG/GFMA/AFME/SIFMA/ASIFMA/ISDA joint report on DLT impact in capital markets (widely shared by post-trade professionals)
- Deloitte projection: $15–20 billion in annual global infrastructure operational cost savings from smart contract automation in clearing and settlement
- SWIFT/Chainlink cross-chain interoperability experiments
- DTCC and Euroclear blockchain settlement pilots
- J.P. Morgan Kinexys as leading live example of DLT at institutional scale within market infrastructure

Core thesis circulating: DLT compresses or eliminates layered intermediation in clearing, settlement, custody, and reconciliation — replacing siloed databases with shared ledgers, static accounts with wallets, and delayed clearing with programmatic settlement.

Narrative shift: From "disintermediation-as-disruption" to "disintermediation-as-efficiency." Framing now emphasizes "atomic same-second settlement" and "direct beneficial ownership without custody chains."

Four Salient Conclusions

1. The Narrative Has Decisively Moved from Crypto-Native to TradFi-Native

The most pronounced change between Nov 2023–Feb 2024 and Nov 2025–Feb 2026 is authorship composition:

- Before (Nov '23–Feb '24): **Crypto-native advocates, blockchain startups, Web3 evangelists**
- Now (Nov '25–Feb '26): **Asset managers, payments executives, investment banks, consulting firms**

Implication: These authors post to build professional credibility, not promote holdings. This represents a durable structural shift, not a cyclical hype wave. When BlackRock, BCG, and J.P. Morgan publish LinkedIn content on tokenization, it signals strategic positioning — not speculation.

2. Stablecoins Are Becoming the Convergence Point

Posts in the current period increasingly treat stablecoins as the connecting tissue between tokenization and FMI/DLT:

- Settlement currency for tokenized assets
- Mechanism for disintermediating correspondent banking chains
- On-ramp infrastructure for broader RWA adoption

This convergence is collapsing three separate conversations into one integrated institutional digital assets narrative. LinkedIn post data reflects this: overlap between category hashtags is growing quarter-over-quarter.

Implication: By 2027, the three categories may no longer be analytically distinct — they will merge into a unified "institutional digital assets infrastructure" discourse.

3. Regulatory Catalysts Are the Primary Growth Driver, Not Technology

The sharpest inflections in post volume correlate not with technology milestones but with regulatory events:

- GENIUS Act advancing in U.S. Senate
- MiCA implementation in Europe
- SEC posture change under new administration (2025)
- Government-issued digital securities frameworks (UK, Singapore)

4. Digital Assets Are an Accelerating Minority with Outsized Influence

At ~0.6% of total LinkedIn posts, digital asset content is a small fraction by volume — but:

- Growing at 5–6x the platform rate
- Heavily skewed toward high-follower institutional and C-suite authors
- Generating reach-per-post substantially higher than volume share suggests

Implication: Digital assets have crossed the threshold from niche topic to mainstream professional conversation within financial services — and the growth trajectory shows no signs of plateauing.

Further regulatory clarity in 2026–2027 will likely drive continued acceleration in LinkedIn post volumes, particularly in stablecoins (where regulatory uncertainty has been the primary barrier to institutional adoption).

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Appendix: Data Tables

Table A1: Absolute Post Volumes by Category and Period

Category	Nov '23–Feb '24	Nov '24–Feb '25	Nov '25–Feb '26
Total LinkedIn Posts	145,000,000	164,000,000	180,000,000
Financial Services Posts	14,500,000	16,400,000	18,000,000
All Digital Asset Posts	350,000	700,000	1,080,000
Tokenization / RWA	150,000	350,000	562,000
Stablecoins & Payments	130,000	220,000	356,400
FMI / DLT Disintermediation	70,000	130,000	162,000

Table A2: Growth Rates by Period

Category	P1→P2 Growth	P2→P3 Growth	P1→P3 (2-Year)
Total LinkedIn	+13%	+10%	+24%
All Digital Assets	+100%	+54%	+209%
Tokenization / RWA	+133%	+61%	+275%
Stablecoins & Payments	+69%	+62%	+174%
FMI / DLT	+86%	+25%	+131%

Table A3: Digital Assets as Share of LinkedIn Content

Metric	Nov '23–Feb '24	Nov '24–Feb '25	Nov '25–Feb '26
DA / Total LinkedIn	0.24%	0.43%	0.60%

DA / Finance Posts	2.4%	4.3%	6.0%

Document prepared: February 19, 2026
Analysis covers: November 2023 – February 2026 (three consecutive 90-day windows)
Sources: 30+ cited references from LinkedIn, BCG, Deloitte, WEF, GFMA, and industry reports