

SocialFi Platforms, Inc. Introduces Blockchain Public Ledger and SocialFi Scan Framework at Consensus 2026

Hashtag Influencer to serve as an early ecosystem and commercialization partner for proposed blockchain-backed creator transparency infrastructure.

MIAMI, FL, UNITED STATES, May 12, 2026 /EINPresswire.com/ -- [SocialFi Platforms, Inc.](https://www.socialfiplatforms.com/), a Delaware corporation focused on SocialFi infrastructure and blockchain-backed transparency systems, announced last week at [Consensus 2026](https://www.consensus2026.com/) the introduction of its novel Blockchain Public Ledger and SocialFi Scan framework for the rapidly evolving global creator economy.

The initiative is designed to establish a blockchain-backed infrastructure layer capable of supporting creator verification, campaign transparency, auditable engagement histories, digital reputation systems, and compliance-support tools for creators, agencies, marketplaces, enterprise brands, and public-sector organizations operating across digital ecosystems.

SocialFi Platforms, Inc. stated that [Hashtag Influencer](https://www.hashtaginfluencer.com/) will serve as an early ecosystem and commercialization partner to help evaluate and test components of the proposed infrastructure across creator-economy use cases and campaign transaction environments.

Hashtag Influencer currently works with a global network of more than 10,000 influencers, creators, and digital talent participants across multiple industries and social platforms. The companies expect portions of the proposed framework to be evaluated through pilot testing and



SOCIALFI
Blockchain Public Ledger & SocialScan Framework

A NOVEL INFRASTRUCTURE FOR THE CREATOR ECONOMY
Building the transparency layer for digital influence—similar to how Etherscan brought transparency to blockchain.

BUILT BY
SOCIALFI PLATFORMS INC.
A Delaware Corporation
Engineered for transparency. Designed for trust.
Built for the future of SocialFi.

CONCEPTUALIZED & DEVELOPED BY
Dr. Ravi Singh
SocialFi Infrastructure Pioneer
PhD in Social Media

ECOSYSTEM PARTNER
Hashtag Influencer Inc.
Global network of 10,000+ influencers and creators

TESTING & PILOTING
Real-world transactions, campaigns, and creator activities are being tested on the SocialFi ledger with Hashtag Influencer's global network.

MISSION
To power a transparent, verifiable, and compliant infrastructure for the global creator economy.

THE PROBLEM
The creator economy lacks transparency, verification, and accountability.

- Fake followers, bots, and manipulated engagement
- No universal verification of creators or campaigns
- Fragmented data across platforms and agencies
- No standard for proving campaign participation
- Hard to prove ROI or attribution
- Difficult to meet global compliance & disclosure requirements

THE SOLUTION
SocialFi provides a blockchain-backed public ledger and transparency layer for the entire creator ecosystem.

- Immutable records of creators, campaigns & engagements
- Real-time SocialScan explorer for auditable activity
- Verifiable identity & creator reputation across platforms
- Proof of collaboration and proof of performance
- Transparent campaign participation & deliverables
- Built for compliance, trust, and multi-regulatory environments

HOW SOCIALFI WORKS
The SocialFi Blockchain Public Ledger Flow

- CREATOR VERIFIED**: Creators are verified and onboarded to the SocialFi network.
- CAMPAIGN CREATED**: Brands/agencies create campaigns with clear requirements.
- PARTICIPATION RECORDED**: Creator participation is recorded on-chain with proof of collaboration.
- ENGAGEMENT TRACKED**: Engagement data is captured, validated, and time-stamped.
- ON-CHAIN IMMUTABILITY**: All data is written to the SocialFi Blockchain and cannot be altered.
- SOCIAL SCAN EXPLORER**: Anyone can view verified records, history, and transparency on SocialFi Scan.
- TRUST & COMPLIANCE**: Brands, agencies, platforms, and regulators gain audibility and trust.

SOCIALFI SCAN
Explorer & Transparency Layer

The Etherscan for the Creator Economy.
Real-time. Verifiable. Transparent.

KEY CAPABILITIES

- Creator verification: On-chain real creators, identities & credentials
- Immutable Records: On-chain proof of campaigns, deliverables & engagement
- Engagement Validation: Verify reach, impressions, interactions & performance
- Attribution & Proof: Clear evidence for ROI, conversions & impact
- Reputation Portability: Build and carry your verified reputation anywhere
- Transparency for All: Brands, creators, agencies, marketplaces & audiences

BUILT FOR COMPLIANCE
Designed to support global transparency and compliance requirements.

- FTC Guidance
- BICC Standards
- GDPR Compliance
- Digital Ad Regulations
- Industry Best Practices

Supporting emerging global standards for disclosure, data privacy, advertising, content practices, and creator accountability.

WHY NOW?

- New global regulations emerging in EU, Australia, Spain, UAE & beyond
- Age restrictions, identity verification, and platform accountability are becoming global priorities
- Publicly listed companies and brands need provable compliance & social proof
- Multi-regulatory environment requires transparent, verifiable systems
- The timing for trusted SocialFi infrastructure is critical

ECOSYSTEM & PARTNERSHIP
SocialFi Platforms Inc. is partnering with Hashtag Influencer Inc. to pilot and scale the SocialFi ecosystem.

- 10,000+ Influencers & Creators in Global Network
- Global Testing of Transparency & Campaign Workflows

MARKET OPPORTUNITY
The creator economy is projected to reach **\$500B+** in value in the next few years and continue to grow. It's time for the infrastructure to catch up.

WHO BENEFITS?

- Creators: Build trust, gain reputation, get discovered
- Brands & Agencies: Run campaigns with confidence
- Marketplaces & Platforms: Increase trust and reduce fraud
- Regulators & Governments: Access authentic, standardized data
- Audiences: Know who to trust and why

creator-economy transaction activities involving campaign participation, engagement verification, attribution tracking, and blockchain-backed transparency systems.

The Blockchain Public Ledger and SocialFi Scan technologies were conceptualized and developed under the direction of SocialFi Platforms, Inc. founder Dr. Ravneet (Ravi) Singh, an entrepreneur and early SocialFi infrastructure pioneer focused on creator verification, blockchain transparency architecture, and digital reputation systems.

Inspired by the role blockchain explorers such as Etherscan played in improving visibility and transparency within cryptocurrency ecosystems, the proposed SocialFi Scan framework is intended to introduce similar auditability and trust mechanisms for creator-economy transactions, campaign participation, digital influence reporting, and online engagement systems.

The company believes the creator economy, which is projected by industry analysts to grow into a multi-hundred-billion-dollar global market over the coming decade currently lacks standardized infrastructure capable of supporting transparent creator verification, campaign accountability, engagement validation, digital identity systems, and portable creator reputation frameworks across jurisdictions.

“As digital influence becomes increasingly connected to commerce, media, AI, advertising, and online identity, the need for trusted infrastructure becomes significantly more important,” said Dr. Raghavendra Hunasgi, Co-Founder of Hashtag Influencer. “For years, the creator economy has operated without universal standards for transparency, verification, or accountability. We believe SocialFi infrastructure represents the next phase of digital trust architecture for online ecosystems.”

The proposed framework is intended to support:

- Blockchain-backed creator verification
- Immutable campaign participation records
- Public-facing proof-of-collaboration systems
- Verifiable social engagement histories
- Portable creator reputation infrastructure
- Digital ownership and attribution tracking
- Increased transparency between brands, creators, agencies, and marketplaces
- Auditable engagement and transaction histories
- Marketplace trust and compliance-support systems
- Blockchain-backed creator accountability records

The companies noted that current social media ecosystems often rely on fragmented platform data, unverifiable engagement metrics, isolated analytics environments, and inconsistent reporting standards, creating growing challenges for agencies, advertisers, marketplaces, brands, and creators seeking transparent campaign verification and accountability.

SocialFi Platforms, Inc. believes social media platforms alone are not designed to function as independent transparency or compliance infrastructure providers for the global creator economy. As governments and regulatory agencies continue introducing new digital safety, disclosure, privacy, advertising, and accountability requirements, demand for auditable creator-economy infrastructure is expected to increase significantly.

Recent regulatory developments in regions including the European Union, Australia, Spain, the United Arab Emirates, and other international markets have increased focus on areas such as digital identity, age verification, advertising disclosures, creator accountability, data transparency, platform governance, online safety standards, and consumer protection requirements.

The companies believe enterprise brands, marketplaces, agencies, publicly traded companies, and creator-commerce platforms may increasingly require verifiable systems capable of supporting transparency and compliance initiatives across multiple regulatory frameworks and jurisdictions.

The proposed Blockchain Public Ledger framework is intended to help support transparency initiatives associated with evolving global standards and regulatory considerations, including areas related to advertising disclosures, consumer protection, digital identity verification, campaign attribution, data governance, creator accountability, and enterprise audit requirements.

The companies stated that future applications of the framework may assist organizations seeking stronger transparency systems associated with evolving regulatory environments involving standards and frameworks such as FTC guidance, GDPR, CCPA, ESCC standards, enterprise governance requirements, digital advertising regulations, and broader creator-economy compliance initiatives.

“Web2 created audiences. Web3 introduced digital ownership,” added Dr. Raghavendra Hunasgi. “We believe the next evolution of SocialFi infrastructure will focus on trust, transparency, accountability, and portable creator reputation systems that can operate across digital ecosystems and jurisdictions.”

During Consensus 2026, SocialFi Platforms, Inc. engaged with blockchain developers, AI innovators, creator-economy leaders, enterprise executives, agencies, marketplaces, and investors regarding the future of creator verification systems, decentralized reputation architecture, blockchain transparency standards, and interoperability across SocialFi ecosystems.

The company stated that the Blockchain Public Ledger and SocialFi Scan framework remain part of ongoing research, development, and strategic partnership initiatives as it continues collaborating with technology providers, creators, enterprise partners, marketplaces, and

regulatory advisors.

About SocialFi Platforms, Inc.

SocialFi Platforms, Inc. is a Delaware corporation focused on developing SocialFi infrastructure, blockchain-backed transparency systems, creator verification technologies, digital identity frameworks, and compliance-support architecture for the evolving creator economy and digital marketplace ecosystem.

Founded by entrepreneur and SocialFi infrastructure pioneer Dr. Ravi Singh, the company is developing next-generation frameworks designed to improve transparency, accountability, trust, and digital ownership across creator ecosystems and online marketplaces.

About Hashtag Influencer

Hashtag Influencer is a creator-economy and influencer marketing company supporting a global network of creators, influencers, brands, and digital campaigns across multiple industries and social platforms.

Forward-Looking Statements

This press release contains forward-looking statements regarding future product development, blockchain infrastructure initiatives, creator economy technologies, strategic partnerships, market opportunities, transparency systems, pilot testing activities, and SocialFi ecosystem development. These statements are based on current expectations and involve risks and uncertainties that may cause actual results to differ materially. References to SocialFi systems, blockchain-backed public ledgers, creator verification frameworks, SocialFi Scan infrastructure, regulatory applications, and future platform capabilities are conceptual and subject to ongoing development, regulatory considerations, technical implementation, market conditions, and pilot program outcomes.

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