



Tweet-Triggered Surges: Social Media Influence On Meme Coin Markets

¹Hrydayesh Parida

¹IBDP Student

¹Greenwood High International School Bangalore

Abstract: This paper explores the impact of social media on the price volatility of Meme Coins, a subset of cryptocurrencies known for their viral, community-driven appeal rather than fundamental utility. While previous research has primarily focused on Dogecoin and celebrity endorsements, this study expands the scope by analyzing lesser-known Meme Coins such as \$MOTHER, \$TRUMP, Keikus Maximus, and Shiba Inu. This study compares historical price data from websites like CoinGecko and Investing.com with tweets from well-known individuals like Elon Musk, Donald Trump, and Iggy Azalea. Before and after particular posts, the price movements of Meme Coins such as \$MOTHER, \$TRUMP, Keikus Maximus, and Shiba Inu were monitored, and percentage changes were computed to evaluate the short-term volatility caused by social media activity. Findings reveal a strong correlation between influencer-driven social media activity and short-term price spikes, with Elon Musk emerging as the most impactful individual. The study also highlights the role of online communities and meme culture in creating price volatility through organic, collective action, independent of direct celebrity promotion. These insights underscore the speculative nature of memecoin markets and the power of digital influence in shaping financial behavior.

I. INTRODUCTION

Social Media has impacted various aspects of our lives in recent years: our personal lives, our social lives, our political views, etc. It has impacted various industries and markets substantially, specifically financial markets. The rapid growth of social media has transformed the way information is disseminated and consumed, particularly in the field of financial investments. One of the most notable phenomena in this context is the emergence of "meme coins," a type of cryptocurrency based on and gaining popularity through viral internet memes and social media hype¹.

Between January 1 and December 1, 2024, memecoin trading volume surged by 979%—a 10.79-fold increase—accounting for 5.74% of the total cryptocurrency market volume². The influence of social media on the price volatility of meme coins is a topic of growing interest, as it has profound implications for both individual investors and the broader cryptocurrency market. Following the 2008 financial crisis, individuals and banks sought a global currency that facilitated transactions without requiring verification from financial institutions, such as banks³. After the introduction of Bitcoin in 2009, various individuals longed for this sought-after currency leading to developers developing their own crypto coins and promoting them as the next

¹ Sharma, L. (2018). Memes in a digital world: Reconciling with a conceptual troublemaker. *International Journal of Cultural and Creative Industries*, 9(3), 303–318. https://doi.org/10.1386/iscc.9.3.303_1

² CoinDesk. (2024, December 6). Meme Coins reach \$140B market cap and gain ground in crypto economy. <https://www.coindesk.com/markets/2024/12/05/Memecoins-reach-140-b-market-cap-and-gain-ground-in-crypto-economy>

³ Alghazi, A. A. (2022). The impact of celebrity influence on the price volatility of meme coins [Undergraduate thesis, National College of Ireland]. NORMA eResearch Repository. <https://norma.ncirl.ie/5712/>

successful coin⁴. Cryptocurrency has gained more popularity because of its decentralized blockchain technology system which is considered to be more secure and transparent as a digital form of payment⁵.

However, the lack of regulation renders cryptocurrencies—Meme Coins in particular—prone to significant volatility and unpredictability. Unlike traditional forms of currency, cryptocurrencies and meme coins alike are not regulated by governing bodies. This leads to a dissemination of unregulated and unfiltered information, also misinformation, across the market which often leads to bad investments. Due to this, pump-and-dump schemes are most likely as many anonymous meme coin creators start and abandon the coin without consequences. Due to a lack of oversight monitoring the spread of information, verification of meme coin creators, and imposition of accountability, these Meme coins' prices fluctuate highly due to nothing more than a tweet by an influential individual, or a viral TikTok or Instagram Reel. The high volatility of cryptocurrencies, including meme coins, can result in large returns and cause market price bubbles, which can ultimately lead to market crashes and other extreme conditions⁶. There exists extreme volatility in the crypto market due to the rise of meme coins. Existing research primarily centers on Dogecoin and celebrity influence, leaving a gap in understanding how social media activity, particularly from influential figures and online communities, affects the pricing of lesser-known Meme Coins.

II. BACKGROUND OF MEME COINS

2.1 Definition and Origin of Meme coins

Meme coins originated from the recently booming internet culture, specifically on humorous videos, text, or posters that are spread rapidly amongst internet users – memes. These funny images and videos are often filled with pop culture references and references to trendy topics that attract users. Subsequently, these Meme coins are often perceived as humorous, playful, and exciting, which are also the driving factors behind their purchases by customers. This form of cryptocurrency leverages humor, satire, and parodies to captivate the attention of online users and communities and offer entertainment value.

2.2 Difference between Meme coins and other Cryptocurrencies

The entertainment value that forms the crux of meme coins contrasts with the features of Bitcoin and other traditional cryptocurrencies, as they were made to serve as decentralized digital currencies, which didn't need financial institutions to verify transactions and not to serve as entertainment value. Many features of meme coins differentiate them from traditional cryptocurrencies. First off, unlike Bitcoin, Meme coins such as Shiba Inu and Dogecoin often lack intrinsic value and have little to no utility in the real world in the transaction of goods and services. This is because their worth is derived from community hype and humorous references. Nevertheless, its function is more than just a tool for a humorous effect and speculative trading.

2.3 Community aspect of Meme coins and the Risks Associated

Meme coins have a huge community aspect with a close-knit group of investors and watchers that help sustain their market presence. An important factor in the popularity of meme coins is the extent to which they are discussed on social media platforms, which maintain their market presence. Meme Coins like Shiba Inu and Dogecoin are extremely price volatile due to sentiment-driven buying decisions⁷. Their price is known to be extremely volatile driven by social media buzz and celebrity endorsements rather than fundamental economic factors⁸. This makes various investors believe it is not a good long-term investment to grow your money or protect against inflation and it is only suitable for crypto collectors and investors who aim to make profits through multiple small trades. They are priced very low – often at fractions of a cent – and attract a wide range of investors who buy large quantities at a low capital. This is because “they lack an underlying claim on cash

⁴ Alghazi, A. A. (2022). The impact of celebrity influence on the price volatility of meme coins [Undergraduate thesis, National College of Ireland]. NORMA eResearch Repository. <https://norma.ncirl.ie/5712/>

⁵ Tjahyana, R. N., Yusrawati, Y., & Fadilah, R. (2022). The impact of social media on cryptocurrency investment decision and risk tolerance in Indonesia. *International Journal of Business Studies*, 6(2), 109–118. <https://ijbs.petra.ac.id/index.php/ijbs/article/view/241>

⁶ Tjahyana, R. N., Yusrawati, Y., & Fadilah, R. (2022). The impact of social media on cryptocurrency investment decision and risk tolerance in Indonesia. *International Journal of Business Studies*, 6(2), 109–118. <https://ijbs.petra.ac.id/index.php/ijbs/article/view/241>

⁷ Ludwig, Eric T., Sentiment-Based Option Pricing for Meme Coins. Available at SSRN: <https://ssrn.com/abstract=5131168> or <http://dx.doi.org/10.2139/ssrn.5131168>

⁸ Ludwig, Eric T., Sentiment-Based Option Pricing for Meme Coins. Available at SSRN: <https://ssrn.com/abstract=5131168> or <http://dx.doi.org/10.2139/ssrn.5131168>

flows or productive assets, yet they trade actively and even have nascent derivatives markets”⁹. “Moreover, the barrier to making a memecoin is significantly low, as individuals with limited technological knowledge can make meme coins through a cryptocurrency wallet, which needs a minimal fee for blockchain and service fees¹⁰. Although some meme coins, such as Shiba Inu and Dogecoin, have demonstrated longevity, the hype of most meme coins is ephemeral. Many less well-known meme-coins are often pump-and-dump schemes, have low liquidity, and project abandonment affects the market negatively.

2.4 Review of Previous Literature

The majority of attention has stayed on Dogecoin, especially in light of Elon Musk's tweets, even though previous sources and articles have examined the wider impact of social media on memecoin prices. Although they don't collect quantitative data or calculate the percentage change in memecoin prices after social media posts, these studies frequently describe trends. Furthermore, little is known about lesser-known or more recent coins like Keikus Maximus, \$MOTHER, and \$TRUMP, which have also seen notable price increases driven by social media. By examining a wider variety of Meme Coins, such as Shiba Inu and Floki, and quantifying the precise price volatility brought on by social media posts from numerous influencers, this study aims to close that gap.

Moreover, a promising area that has not been extensively explored in previous literature is the specific mechanism of community-driven, organic volatility — particularly how the cultural characteristics of memes such as humor, irony, virality, and shared identity translate directly into price movements. While many sources emphasize celebrity endorsements or developer-led pump-and-dump schemes, few examine how memetic momentum itself—created by online communities—can influence market behavior in the absence of any centralized actor or promotion.

III. METHODOLOGY

To examine the impact of social media activity by influential individuals on memecoin price volatility, I conducted an event-based price analysis using publicly available online sources. First, I identified key tweets and public posts made by high-profile figures such as Elon Musk, Donald Trump, and Iggy Azalea that referenced specific Meme Coins, based on coverage in reputable business news platforms such as Business Standard.

Next, I used historical price data from Investing.com to track the trading prices of the relevant Meme Coins — specifically Dogecoin (\$DOGE), Trump Coin (\$TRUMP), and Mother Iggy (\$MOTHER). For each identified tweet or event, I recorded the trading price of the coin on the day before the social media post and on the day of the post itself.

I then calculated the percentage change in price using the formula:

$$\text{Percentage Change} = [(\text{Price on event day} - \text{Price on previous day}) / \text{Price on the Previous day}] * 100$$

All findings were compiled into a structured data table, allowing for comparative analysis across coins, events, and influencers.

The price the day before and the closing price on the day of the social media post are the only two points of data used in this analysis to calculate the percentage change. Because only the closing price was taken into account, intra-day price fluctuations—such as brief spikes or falls that happened within hours of the post—were not recorded. This approach does not take into consideration the delayed impacts or fast, high-frequency swings that frequently define memecoin reactions, even though it accurately captures the attitude of the daily market. These restrictions resulted from scope and data availability; more detailed, hourly-level analysis could be useful for future research.

⁹ Ludwig, Eric T., Sentiment-Based Option Pricing for Meme Coins. Available at SSRN: <https://ssrn.com/abstract=5131168> or <http://dx.doi.org/10.2139/ssrn.5131168>

¹⁰ Nevil, Scott. “Meme Coins: Examples of What They Are, Pros and Cons, and How to Make Them.” Investopedia, 24 Feb. 2025, www.investopedia.com/meme-coin-6750312

IV. RESULTS AND ANALYSIS

Impact of Social Media on Meme coin prices

The salient impact of social media on investment decisions by household and stock market participation has already been emphasized by existing research¹¹. The same phenomenon is observed in the cryptocurrency market, where social media platforms like Twitter have become crucial channels for the propagation of information and the creation of hype around meme coins¹². These platforms catalyze the rate at which financial information is spread, accelerating how financial market information is considered in investment decisions of meme coins. Specifically, platforms such as Twitter (now X), Reddit, YouTube, and TikTok are the most influential in popularizing these Meme Coins. For instance, according to CryptoCompare's report, 80% of memecoin price spikes were directly proportional to mentions on social media. Developers "pump" newly created low-cap cryptocurrency meme coins on social media sites like Twitter in an attempt to raise prices, only to "dump" their holdings for a profit, leaving regular investors with worthless coins. This leads to fictitious price spikes and subsequent crashes¹³. Many users also use established cryptocurrencies to promote their own meme coins on social media platforms. Specifically, on Twitter, users can use the hashtags of popular meme coins for attention and reach such as "#BTC" or "#ETH" and also add a newly created meme coin and its ticker symbol alongside the hashtags of popular memecoins. When users see the newly created coin's ticker symbol alongside the established cryptocurrencies such as Ethereum and Bitcoin in the same tweet, they have a greater reach in terms of internet traffic and views. This technique is widely used to gain some attention from well-known established cryptocurrencies¹⁴.

Within platforms, certain influential individuals can be credited for propagating the growth of some Meme Coins: Donald Trump, Mark Cuban, Kylie Jenner, Iggy Azalea, and, of course, Elon Musk have been instrumental in the promotion of pre-existing Meme Coins, and some have even started their own.

Impact of Influential Individuals on Certain Meme Coins

Elon Musk, the most influential investor and entrepreneur today with being the CEO of Tesla, CEO, and CTO of SpaceX, owning X (Twitter), and founder of various other companies such as Neuralink, has been extremely pivotal in the popularization of certain Meme Coins and the Meme Coin market as a whole¹⁵.

For instance, on Dec 31st, 2024, Musk changed his profile picture and name to Keikus Maximus, a memecoin symbol that shows the internet meme Pepe the Frog in a gladiator-like outfit. Soon after this, the price of Keikus Maximus rose 900% to an all-time high of \$0.04011. He followed this up with a tweet saying, "Kekius Maximus will soon reach level 80 in hardcore PoE." Here, the term "PoE" likely refers to "Path of Exile 2", a video game Musk is known to play¹⁶. Musk then soon changed his name and profile picture back to his original one, leading to the decline of the cryptocurrency. In January, it decreased to \$0.1363, a 60% decrease in 24 hours.

Donald Trump, a businessman and politician who served as the 45th president of the United States, released his cryptocurrency, \$Trump, on January 17, 2025. The coin gained initial traction due to the influential status of Trump and the coin's market capitalization jumped over 600% and reached \$27 billion in a day with Trump's holdings valued at \$20 billion¹⁷. However, \$Trump crashed with accumulated losses of holders being \$2 billion. The apex price of the coin was on Jan 19, 2025, around \$75, whereas today it has fallen to \$10.37 on Solana (as of June 8, 2025)¹⁸. This exemplifies the high fluctuations of meme-coin prices and their high volatility, which makes them risky investments.

¹¹ Müller, Karsten and Pan, Yuanyuan and Schwarz, Carlo, Social Media and Stock Market Participation (June 04, 2024). Available at SSRN: <https://ssrn.com/abstract=4557783> or <http://dx.doi.org/10.2139/ssrn.4557783>

¹² Akbiyik, M., & Alagoz, E. (2024). The power of social media in cryptocurrency market: Evidence from Twitter. SSRN. <https://doi.org/10.2139/ssrn.5131168>

¹³ Alghazi, A. A. (2022). The impact of celebrity influence on the price volatility of meme coins [Undergraduate thesis, National College of Ireland]. NORMA eResearch Repository. <https://norma.ncirl.ie/5712/>

¹⁴ Alghazi, A. A. (2022). The impact of celebrity influence on the price volatility of meme coins [Undergraduate thesis, National College of Ireland]. NORMA eResearch Repository. <https://norma.ncirl.ie/5712/>

¹⁵ EBSCO. (2025). Elon Musk [Biography]. EBSCO Research Starters. <https://www.ebsco.com/research-starters/biography/elon-musk#:~:text=Elon%20Musk%20is%20a%20South,at%20the%20University%20of%20Pennsylvania>

¹⁶ Yahoo Finance. (2025, January 2). Elon Musk's cryptic post sent another memecoin soaring — momentarily. <https://finance.yahoo.com/news/elon-musk-cryptic-post-sent-163000064.html>

¹⁷ IBTimes. (2025, January 18). Official Trump Coin jumps 600% overnight to reach \$27 billion market cap, lifts Solana by 15%. <https://www.ibtimes.co.uk/official-trump-coin-jumps-600-overnight-reach-27-billion-market-cap-lifts-solana-15-1730299>

¹⁸ Fortune. (2025, February 11). Trump memecoin traders lost \$2 billion while his family raked in \$100 million in fees. <https://fortune.com/2025/02/11/trump-memecoin-traders-2-billion-dollar-loss-family-100-million-fees/>

Role of Meme culture driving Meme coins without Celebrity Endorsement

Memecoin communities themselves frequently contribute significantly to price volatility through natural, group action based on meme culture, in addition to developer-led promotion or celebrity-driven hype. These communities, which are usually active on Twitter (X), Telegram, Reddit, and Discord, use satire, humor, virality, and inside jokes to generate self-sustaining hype around particular coins. It differs from conventional pump-and-dump schemes in that it is carried out without official leadership, celebrity endorsements, or centralized coordination. Meme culture involves a participatory aspect where users remix and distribute content, creating a communal interaction platform¹⁹. This participatory characteristic helps in building a subcultural identity around meme coins thus increasing their reach and perceived value without the need for celebrity backing.

Memes' distinct cultural capital enables these groups to control narrative and attention, causing a coin to "go viral" through trending hashtags, posts, memes, and TikTok. For instance, grassroots meme spreading and a feeling of "community" helped Shiba Inu and Floki Inu gain popularity rather than the support of a well-known influencer.

Price spikes are often triggered by general optimism, the fear of missing out (FOMO), or the desire to follow an online trend. These factors all reflect behavioral finance patterns.

These movements frequently use phrases like "we're all gonna make it (WAGMI)" or "hodl the line" to frame participation as a cultural statement rather than an investment, which encourages speculative activity. Although not malevolent, these dynamics have the potential to trigger abrupt price bubbles and crashes that are fueled by crowd psychology and internet virality rather than fundamentals.

Data on the Impact of influential Individuals' tweets on the prices of Meme coins

Meme Coin	Date of Tweet	Influencer & Post	Closing price the Day before Tweet (\$)	Closing Price on the day of the Tweet	Percentage Change in the Price of the Meme Coin
Dogecoin	Dec 20, 2020	Elon Musk: tweets, "One word: Doge"	0.003	0.004641	~+20%
Dogecoin	Feb 4, 2021	Elon Musk: tweets, "Doge" + "Dogecoin is the people's crypto"	0.037345	0.052944	~+41.77%
Dogecoin	Apr 15, 2021	Elon Musk: tweets, "Doge Barking at the Moon" image	0.1827	0.3655	~+100%
Dogecoin	Dec 14, 2021	Elon Musk: said Tesla would accept Doge for merchandise	0.157372	0.190998	~+21.37%
Dogecoin	Apr 3, 2023	Musk changes X/Twitter logo to Doge	0.07902	0.09604	~+21.54%
Keikus Maximus	Dec 31, 2020	Elon Musk changed his	0.00411	0.04011	~+900%

¹⁹ Wiggins, B. E., & Bowers, G. B. (2014). Memes as genre: A structural analysis of the memescape. *New Media & Society*, 17(11), 1886–1906. <https://doi.org/10.1177/1461444814535194>

		profile picture and username to Keikus Maximus			
Keikus Maximus	January 2, 2025	Musk changed his pfp to his original one: price declined 60% in 24 hours	0.34	0.1363	~ -60%
\$MOTHER	May 29, 2024	Iggy Azalea tweets, "I really am the world's most supportive \$MOTHER" + launch on Solana	0.0005	0.0257	~+5,040%
\$MOTHER	Jul 11, 2024	DWF Labs announcement via Iggy Azalea's post	0.026	0.04	~+50%
Shiba Inu	October 4, 2021	Elon Musk tweets a picture of his Shiba Inu dog with a caption saying "Floki Frunkpuppy"	0.00000856	0.00001340	~+56.54%

V. CONCLUSION

This research concludes that most memecoin prices are heavily influenced by social media activity, particularly posts made by high-profile individuals. These influences often lead to dramatic price surges that are disconnected from the coins' intrinsic or utility-based value.

Among all influencers analyzed, Elon Musk consistently emerged as the most impactful individual on memecoin pricing. His tweets, memes, and profile edits have resulted in price increases of over 100% to 900%, confirming his dominant role in shaping short-term market sentiment. While other public figures, such as Donald Trump and Iggy Azalea, also briefly moved markets, their impact was either tied to self-promotion or short-lived spikes.

This social-media-driven volatility raises questions about the long-term viability of Meme Coins, highlighting the speculative and emotionally reactive nature of their markets. Investors, especially those new to the market or young, should approach Meme Coins with caution, recognizing that their valuation is largely shaped by online sentiment rather than inherent utility or financial fundamentals.

REFERENCES

- [1] Akbiyik, M., & Alagoz, E. (2024). The power of social media in cryptocurrency market: Evidence from Twitter. SSRN. <https://doi.org/10.2139/ssrn.5131168>
- [2] Alghazi, A. A. (2022). The impact of celebrity influence on the price volatility of meme coins [Undergraduate thesis, National College of Ireland]. NORMA eResearch Repository. <https://norma.ncirl.ie/5712/>
- [3] CNBC. (2023, April 3). Dogecoin jumps more than 30% after Twitter changes logo to Doge's symbol. <https://www.cnbc.com/2023/04/03/dogecoin-jumps-over-30percent-after-twitter-changes-logo-to-doges-symbol.html>
- [4] CoinDesk. (2024, December 6). Meme Coins reach \$140B market cap and gain ground in crypto economy. https://www.coindesk.com/markets/2024/12/05/Meme_Coins-reach-140-b-market-cap-and-gain-ground-in-crypto-economy
- [5] CoinGecko. (n.d.-a). Floki historical data: September 13, 2021. https://www.coingecko.com/en/coins/floki/historical_data?start=2021-09-13&end=2021-09-13
- [6] CoinGecko. (n.d.-b). Shiba Inu historical data: October 5–6, 2021. https://www.coingecko.com/en/coins/shiba-inu/historical_data?start=2021-10-05&end=2021-10-06
- [7] EBSCO. (2025). Elon Musk [Biography]. EBSCO Research Starters. <https://www.ebsco.com/research-starters/biography/elon-musk#:~:text=Elon%20Musk%20is%20a%20South,at%20the%20University%20of%20Pennsylvania>
- [8] Fortune. (2025, February 11). Trump memecoin traders lost \$2 billion while his family raked in \$100 million in fees. <https://fortune.com/2025/02/11/trump-memecoin-traders-2-billion-dollar-loss-family-100-million-fees/>
- [9] Fortune. (2021, October 8). Shiba Inu coin surges 55% after Elon Musk tweets photo of his dog—again. <https://fortune.com/2021/10/08/shiba-inu-coin-cryptocurrency-dogecoin-elon-musk/>
- [10] Hindustan Times. (2024, December 31). Elon Musk changes his name on X again; After Kekius Maximus, this time it's.... <https://www.hindustantimes.com/world-news/us-news/elon-musk-changes-his-name-on-x-again-after-kekius-maximus-this-time-its-101735814599604.html>
- [11] IBTimes. (2025, January 18). Official Trump Coin jumps 600% overnight to reach \$27 billion market cap, lifts Solana by 15%. <https://www.ibtimes.co.uk/official-trump-coin-jumps-600-overnight-reach-27-billion-market-cap-lifts-solana-15-1730299>
- [12] Investing.com. (n.d.). Dogecoin historical data. <https://in.investing.com/crypto/dogecoin/historical-data>
- [13] Kim, J., & Kim, M. (2024). Viral Dynamics on Social Media: Enhancing Brand Engagement through Meme Marketing Strategies. Journal of Current Issues & Research in Advertising, ahead-of-print(ahead-of-print), 1–18. <https://doi.org/10.1080/10641734.2024.2390850>
- [14] Ludwig, Eric T., Sentiment-Based Option Pricing for Meme Coins. Available at SSRN: <https://ssrn.com/abstract=5131168> or <http://dx.doi.org/10.2139/ssrn.5131168>
- [15] Müller, Karsten and Pan, Yuanyuan and Schwarz, Carlo, Social Media and Stock Market Participation (June 04, 2024). Available at SSRN: <https://ssrn.com/abstract=4557783> or <http://dx.doi.org/10.2139/ssrn.4557783>
- [16] Sharma, L. (2018). Memes in a digital world: Reconciling with a conceptual troublemaker. International Journal of Cultural and Creative Industries, 9(3), 303–318. https://doi.org/10.1386/iscc.9.3.303_1

- [17] Tjahyana, R. N., Yusrawati, Y., & Fadilah, R. (2022). The impact of social media on cryptocurrency investment decision and risk tolerance in Indonesia. *International Journal of Business Studies*, 6(2), 109–118. <https://ijbs.petra.ac.id/index.php/ijbs/article/view/241>
- [18] Wiggins, B. E., & Bowers, G. B. (2014). Memes as genre: A structurational analysis of the memescape. *New Media & Society*, 17(11), 1886–1906. <https://doi.org/10.1177/1461444814535194>
- [19] Yahoo Finance. (2025, January 2). Elon Musk's cryptic post sent another memecoin soaring — momentarily. <https://finance.yahoo.com/news/elon-musk-cryptic-post-sent-163000064.html>

