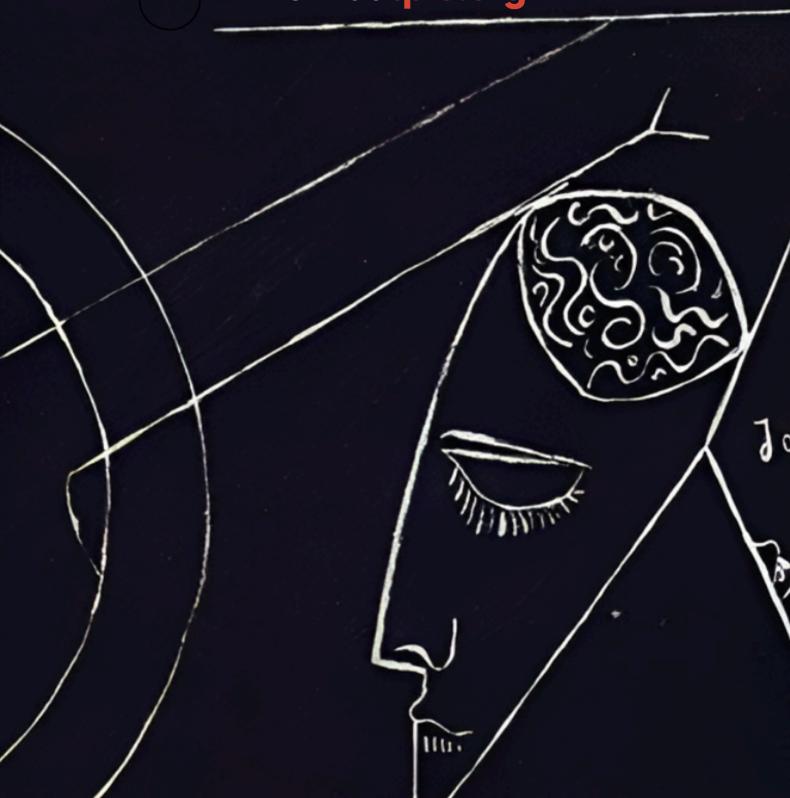# The Herd Hack

## Cybersecurity can't read minds. But it can map vulnerabilities. Discover how at cpf3.org

What if your team's instinct to follow the crowd is the very thing a hacker is counting on?

# Social Proof
## (Cialdini, 2007)

The psychological tendency to assume the actions of others reflect correct behavior for a given situation.

# The Flaw

It's like seeing a crowded restaurant and assuming it must be good, so you go in—without knowing if the crowd was just a bus tour or a clever marketing stunt.

# Primary Attack Vector: Social Engineering & Phishing

Attackers weaponize this by creating fake internal messages or comments that make it seem "everyone" is clicking a link or approving a request, triggering your instinct to conform.

# The Attack

**Organization**: Twitter

**Year**: 2020

**Consequence**: Hijack of high-profile accounts to run a Bitcoin scam.

**Search**: Twitter Bitcoin scam 2020

# The Solution

Awareness fails because this is a pre-conscious, automatic bias.
The structural solution is to build systems that break the "echo chamber."

CPF Indicators: **3.3** (Social Proof Manipulation), **6.1** (Groupthink)

# The Cybersecurity Psychology Framework (CPF).

# Open Source on GitHub.

# Professional certifications & audits available.

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