

Craigslist 101



srp 1.1

A student understands the basics of navigating craigslist, including what is contained in each section (focus on housing, personals, for sale & jobs). A student also understands the basics of searching, posting and replying to posts safely.

Lesson Objectives

The student will understand and can accomplish these tasks at the end of the lesson:

- Search entire site and specific sections for posts
- Identify legitimate ads and avoid scams
- Post an ad
- Reply to an ad

Lesson Prep Work

(30 min, at a minimum, prior to student arrival)

- Load up <https://www.onguardonline.gov/> phishing videos and/or games to play with the class
- Open "How to Sell Furniture" (found in the last page of this lesson plan)
- Open email account to show how to reply to posts, and to demo email received from craigslist when posting an ad

Lesson Prerequisites

- Basic computer skills including mousing and keyboard.
- Email address required to use website, but okay to attend class without one.

Lesson Outline

The lesson is completed in one 90-minute class session.

- (10 min) Introduction
 - Introduce instructor, students.
 - State/show order in which class will happen. Explain that the class is intended to be an overview of craigslist - not an in-depth tutorial
 - Go around the room and have students share what they want to learn about craigslist.
- (70) Activities
 - (20) *Section 1: What is craigslist?*
 - Explain that craigslist is an online version of classifieds in newspaper
 - Local sales, rentals, services, discussions
 - No charge except for job postings in certain large cities, brokered housing in NYC, and therapeutic services (\$10)
 - Navigate to <http://philadelphia.craigslist.org> and have students follow along
 - Explain how craigslist is organized
 - Almost everything is a hyperlink



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- Show post, my account, help & search in top left corner of page
- Nearby cities on right
- Higher level categories - go through and explain what they are - ask class what they think as you do (housing, personals, for sale, etc.)
 - Sub-categories, or specific types of posts within them
 - Show steps to navigate to a sub-category and have students follow along
 - Open a post and show that they are chronological, starting with most recent
- Explain that students can refer to back of handout when they work on their own. (Navigation tips!)
- Demonstrate how to click on “craigslist” in thread, anywhere on page, or click back button to navigate site
 - Explain that we’ll come back to posts, but first safety!
- (15) *Section 2: Safety*
 - Class shares fears they have, ask questions about safety
 - Review front of handout (“buying & selling safely” and “meeting people”) - ignore the rest!
 - Navigate to safety portions of website and have students follow along
 - avoid scams & fraud
 - personal safety tips
 - help, faq, abuse, legal
 - what is “phishing?” - discuss
 - Show www.onguardonline.gov phishing video, or play phishing game
 - Wrap up safety, answer questions from students
- (10) *Section 3: Searching*
 - Ask students to name something they’re searching for, and show how while they follow along
 - Search from home page with drop-down menu
 - Search by specific type of ad and section
 - Limit by price, images, number of bedrooms, etc.
 - Show maps, pets, etc. at bottom of housing posts
 - Explain flags, flagging and show where to flag on site
- (15) *Section 4: Posting*
 - Create an account or don’t create an account?
 - Worthwhile if you will post frequently, or if you post paid ads
 - You’ll need an email address to post, and, most of the time, to reply to ads
 - Demonstrate steps for posting an ad using email account, including:
 - To anonymize (hide your real identity) or not to anonymize? Probably best to anonymize!
Show on web form.
 - Phone verification - must enter code (from text or voice) to post ad
 - CAPTCHA – for verifying a poster is human and not a spamming machine
 - Show options to edit or delete, or to undelete



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- Explain “posting & reposting” rules on handout
- Review phishing (ads or messages that try to steal your passwords or financial information) and possible scamming replies to posts
- Discuss creative ways to describe your items – get suggestions from students
 - Show “How to Describe Furniture,” talk about language, providing lots of information about items (kind of a joke, kind of not!)
 - Be aware of words people might use to make posts more appealing
- (10) Section 5: *Reply to ads*
 - Pull up multiple posts (one at a time) to show various ways people asked to be contacted (focus on jobs section)
 - If there is no phone number, reply via email
 - Does poster want you to apply in person?
 - Read ENTIRE post!
 - Show actual or anonymized email on a live post
 - How much do you want to disclose about yourself? (email address shows in reply, caller ID when you call, etc.)
 - Do not wire money
 - Exchange service or item for cash with only local sellers
- (10) Conclusion
 - Go over handout, review material, and emphasize contact info & further resources on handout.
 - Any questions? Final comments?
 - Remind participants to practice; assign take-home-practice - remind them they can ask for help



Appendix

HOW TO DESCRIBE YOUR USED FURNITURE ON CRAIGSLIST



SIMPLIFY YOUR POST WITH THIS SUPER USEFUL CATCH-ALL TAG WHICH WILL SURELY GUIDE THE PERFECT CUSTOMER TO YOUR SINGULAR OFFERING:

DWR ROOMANDBOARD WESTELM MIDCENTURYMODERN EAMES DANIA DUTCH DENMARK SWEDEN NORWAY FINLAND ICELAND DESIGNER DESIGNS DESIGNY ARCHITECTURE KNOLL BROYHILL HERMAN MILLER HEYWOODWAKEBOARD LE CORBUSIER LE STARCK LE IKEA MODERN MODERNIST MODERNISMS TEAK ROSEWOOD MAHOGANY ZEBRA OAK MARBLE GRANITE FORMICA LAMINATE LUCITE GLASS PLEXI CRYSTAL CHROME STAINLESS HANDMADE HANDCRAFTED HANDYMEN MAD MEN STERLING COOPER COOPER HEWITT EAMES SAARINEN GROPIUS VAN DER BEEK WES ANDERSON 1940S 1950S 1960S 1970S

UNCHBREATH

