

Craigslist 101

Lesson Plan

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

At the end of the class, the student will:

* Be able to search entire site and specific sections for posts
* Understand how to identify legitimate ads and avoid scams
* Know how to post an ad
* Know how to reply to an ad

Lesson Prep Work

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

* get in early to test for technology failure, because it will happen :-)
* pre-save slides from Staying Safe Online class that show examples of phishing replies
* load commoncraft phishing video
* get usernames and passwords for dplctc yahoo account and craigslist.
* print handouts

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)**Introduction**

* Introduce instructor, students.
  + Ask students at introduction: topical question that gauges student knowledge and interests.
* Let students know it’s okay to take phone calls, but ask them to put their phone on vibrate and answer calls outside the classroom.
* Inform students that they can sit back and watch if the class is too advanced.
* Inform students they can go to the bathroom, they don’t need permission.
* Show order in which class will happen. Explain that the class is intended to be an overview of craigslist - not an in-depth tutorial

(70) *Activities*

**(20) What is craigslist and how do you get around?**

* + **What is craigslist?**
    - *Explanation*
      * Craigslist is an online version of newspaper classifieds.
      * Local sales, rentals, services, discussions.
      * No charge except for job postings in certain large cities, brokered housing in NYC, and therapeutic services.
  + **How do you navigate craigslist?**
    - *Explanation*
      * Explain how craigslist is organized:
        + Almost everything is a hyperlink.
        + 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 - housing, personals, for sale, etc.

Show sub-categories, and 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.

* + - *Activity*
      * Navigate to [www.denver.craigslist.org](http://www.denver.craigslist.org) and have students follow along
      * Demonstrate how to click on “craigslist” in path, anywhere on the page, or click back/forward button to navigate site.
      * Have students practice navigation of site (they can follow along with you, or work independently)

**(15) Safety**

* + **In-person**
    - *Explanation*
      * All craigslist transactions will take place in person
        + Don’t wire money
        + Don’t give out bank or credit card account info
      * Use common sense
        + Meet people in public places when possible
        + Bring a friend when shopping
        + Take a cell phone with you
        + Let someone know where you are
  + **Online**
    - *Explanation*
      * Create a separate email account for buying & selling online
      * Don’t give out personal information to people you haven’t met
        + Show job scams in pre-saved PowerPoint slides
      * Try Google Voice (only cover if the group seems savvy) to avoid using your real phone number
    - *Activity - Staying safe on craigslist*
      * Step 1 – Show students how to get to *help, faq, abuse, legal* section of site and have them follow along with you.
      * Step 2 – Ask someone to provide a question regarding safety that you can look up together in the help section.
    - *Explanation*
      * Explain that any time an email address is on the web, people will try to phish for information.
      * Show <http://www.commoncraft.com/phishing>
      * Show slides with phishing emails from seemingly reputable companies – ask students why they think it’s a scam.
      * Show scam reply to item for sale post – ask students why they think it’s a scam.
      * Explain that scammers want real phone numbers, real email addresses, any personal information they can get:
        + To make false identities;
        + To access accounts;
        + To create fake posts on other websites.
* **(10) Searching craigslist**
  + **Looking for items/jobs/housing**
    - *Explanation*
      * Show two ways to search:
        + By category on home page;
        + By using **Search** bar for specific words.
    - *Activity – Searching on craigslist*
      * Step 1 – Ask students to name something they’re searching for and show how while they follow along.
      * Step 2 – Search from home page with drop-down menu.
      * Step 3 – Search by specific type of ad and section.
        + Limit by price, images, number of bedrooms, etc.
      * Step 4 – Show different views (list, map, etc.).
      * Step 5 – Explain flags, flagging and show where to flag on site.
      * Step 6 - Recommend that sellers read posts related to the one(s) they want to create to get ideas, see what they like/don’t like. Get feedback on ads you’re looking at together.
* **(10) Replying to ads**
  + **Letting someone know you’re interested**
    - *Explanation*
      * 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 relay email address 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.
    - *Activities – Replying to an ad*
      * Step 1 – Find a post that requires a reply via email and have students follow along with you.
      * Step 2 – Click reply button.
      * Step 3 – Select email service, and explain that reply address can be pasted into an email (for people who use Comcast or other services not listed).
        + If students do not have email or don’t know how to log in, have them watch instead of doing.
      * Step 4 – Log in to email account (use CTC yahoo account).
      * Step 5 – Show how title of post and email address automatically get inserted into the appropriate fields.
        + DO NOT ACTUALLY SEND REPLIES.
      * Step 6 – Discuss how to reply to posts.
        + For job seekers, make body of email abbreviated cover letter.
        + For shoppers, mention item in post and give first name so recipient knows you’re a real person.
    - *Pitfalls*
      * Students may ask about how to attach a resume:
        + If you have time, show them how.
        + If you don’t have time, direct them to **Job Search Basics** class, or Email Basics, Attanching a File.
* **(15) Posting ads**
  + **How to post a craigslist ad**
    - *Explanation*
      * Creating an account
        + Only worthwhile if you will post frequently
        + Required if you post paid ads
      * You’ll need an email address to post, and, most of the time, to reply to ads.
    - *Activity - Posting an ad*
      * Step 1 – Click on Post to Classifieds.
      * Step 2 – Choose a posting type – For Sale by Owner works well for this class.
      * Step 3 – Choose a category (point out general for items that don’t fit in anywhere else).
      * Step 4 – Fill out form and recommend/explain craigslist email relay, then continue.
        + Real email address is NOT posted online
      * Step 5 – Have students choose *Do not show on maps*, and discuss advantages/disadvantages of providing specific locations, depending on type of ad.
        + Example: If renting a property, provide address.
        + Example: If selling an item, do not provide address.
      * Step 6 – Walk students through uploading photos.
        + The more photos the better!
        + Take close up photos, and show damage, unique details, etc.
      * Step 7 – Show final opportunity to edit before posting, then YOU post, but DO NOT have students post.
      * Step 8 – Demonstrate how to retrieve link in email that finalizes the post.
        + Explain that email needs to be kept and used to edit and delete post.
        + Explain craigslist may require phone verification - must enter code (from text or voice) to post ad

No VOIP, no pre-paid numbers

* + - * + Explain a CAPTCHA may be required.
        + Show options to edit or delete, or to undelete.
        + Explain “posting & reposting” rules on handout.

Only one post per category every 48 hours

* + - * Step 9 - Discuss creative ways to describe your items – get suggestions from students

Show “How to Describe Furniture” and talk about language, and that it’s best to provide lots of information about items

* + - * Step 10 – Briefly discuss strategies for posting:
        + If item doesn’t sell, consider lowering price, taking different pictures, rewriting post, etc.
    - *Pitfalls*
      * Some students may not have cell phones, and VOIP numbers, pre-paid numbers, don’t work for verification from craigslist. No known work-around.
      * If you get questions about pricing items for sale, refer them to Buying and Selling Online class (only covered briefly…).

*(10) Conclusion*

* Go over handout, review material, emphasize contact info & further resources on handout.
* Any questions? Final comments?
* Remind patrons to practice; assign take-home-practice - remind them they can ask for help
* Remind to take survey.

What This Lesson Does Not Cover

* [Insert items that are not covered in this lesson, and specify why it is not]

Key Decisions

1. This used to be a “Buying and Selling on Craigslist” class, but morphed into “Buying and Selling Online” (craigslist and eBay), and craigslist 101 - which is intended to be an overview of the site, and not limited to instruction regarding any specific section.

Appendix

How to describe used furniture

<http://lunchbreath.com/cartoons/how-to-describe-your-used-furniture-on-craigslist-2>

Scam reply to For Sale item

[**Antique Empire Sofa - $500 (Berkeley)**](http://mail.yahoo.com/)

**TO:**1 recipient

[Show Details](http://36ohk6dgmcd1n-c.c.yom.mail.yahoo.net/om/api/1.0/openmail.app.invoke/36ohk6dgmcd1n/11/1.0.35/us/en-US/view.html/0)

\*\* CRAIGSLIST ADVISORY --- AVOID SCAMS BY DEALING LOCALLY  
\*\* Avoid:  wiring money, cross-border deals, work-at-home  
\*\* Beware: cashier checks, money orders, escrow, shipping  
\*\* More Info:  <http://www.craigslist.org/about/scams>  
  
Ads still Available for sale?Pls Let me know  
  
Sent from my iPad  
  
  
------------------------------------------------------------------------  
This message was remailed to you via: [nxcgw-3115008912@sale.craigslist.org](mailto:nxcgw-3115008912@sale.craigslist.org)  
If this email is a scam or spam please flag it now:  
<http://craigslist.org/flag/20120707090416WA-suhLI4RG5ZVrXm0lgAw>

Scam reply to For Sale item

-------------------------------------------------------------------------  
Hello,

How are you doing today? Thanks for applying to the post.Actually the position for a Personal Assistant is opened now it would be a great pleasure to have you as my assistant.

I am sorry for getting back to you late it was due to some obligations beyond my control while I was at home.My name is Jacob Tiedt,I am 71 years old and i am an attorney and have been practicing for over 29 years. I am in need of a personal assistant that can handle my official and personal needs when I am not around. The job is part time and might end up to full time. I travel a lot because of my kind of work and I have strong interaction with some international organization.I am an international lawyer and I have a license to  practice in three states in the USA but I will have to streamline my personality to this few ones here and after which you will get all necessary details about me after your trial assignment due to security reasons. I have to go through some recruitment procedures as an  attorney but due to my absence in the states at the moment, I will  have to do it in my own way and later finish up with the documentation. I am presently at a summit in Canada and I will get back to the states in three weeks time so pending the time i return back to the State you will be working at the Convenience of your Home .

Your work details are as follows:

\* Printing and sending out mails for me.

\* Help make hotel or flight reservation while I provide all my personal and delicate information to secure booking.

\* Handling and monitoring some of my administrative files and financial activities.

\* Running personal errands, supervisions and monitoring.

\* Acting as an alternative telephone correspondence when I'm away.

I hope you understand the job details very well and some shall be discussed in full as soon as we move on. The most important thing is trust and proper accountability, which I believe it will resolve itself as time goes on. The basic wage again is $700 weekly and I want you to understand that paying this kind of wage means you need to do my work or the duties assigned to you  perfectly... I hope you will be a very good and commendable personal assistant that I can trust because my work may come in at anytime. For documentation and confirmation with regardless of the information on your resume, I will need you to provide me with the information below:

Full Legal Name :

Home Mailing Address (NOT PO BOX) :

APT # :

City:

State:

Zip-Code:

Phone Number (M) :

Present Occupation :

Email Address :

I believe you have accepted the job offer as soon as I receive the above information from you and I will also put you through a week trial assignment to determine our work rate and efficiency in carrying out duties. You shall help with buying and mailings of some basic children needs to some foster home. I do this once every month.

You shall be sent funds to purchase all these items and also be paid for the trial week, I can also give you some other duties to do apart from that during the trial week. I hope I have been able to express in details all the things involved and understand that you are working with a man of great dignity, integrity and respect.

Cheers

Jacob Tiedt, Esq ...