Introduction to Craigslist
Prerequisites

- Basic computer skills (typing on a keyboard, using a mouse)
- Basic Internet skills (using a search engine, browsing)
- Personal email address (required for Craigslist account)
What is Craigslist?

- Website of classified ads
- Community-specific
- Merchandise, jobs, services and more
- Over 20 billion page views/month; top 10 English-language sites
We will learn how to:

- Browse ads
- Respond to an ad
- Post an ad
- Avoid scams and pitfalls
Access the web page

chicago.craigslistlist.org
Tips for buying on Craigslist

- Research prices.
- Wait for what you want, and then act fast.
- Be ready to buy (in cash) and transport the item when you meet the seller.
- If the listing is old or the item is not as pictured, negotiate the price.
- If you change your mind, walk away.
Browsing ads

- Select a category.
- Enter a search term.
- Select a region.
- Click search to view results.
Components of an ad

Seller’s email address: Craigslist uses 2-way email relay to help stop spams and scams.

Violates “Terms of Use”

Date and time ad was posted. Most free ads expire in 45 days, except for Resumes and Gigs, which expire in 30 days.
Responding to an ad

- You do not need an account to respond to an ad.
- Email the seller unless s/he requests another method or communication (phone, text).
- Ask any questions you have. Be as specific as possible.
Emailing a seller

- Click the **Reply** button.
- In the **copy and paste to your email field**, right click the email address.
- Select **Copy**.
- Open your email account.
- Start a new email.
- In the **To** field, right click to paste the seller’s email address.
- Write and send your email.
Posting an ad

- Research your item’s category.
- Set up a free Craigslist account.
- Compose your ad.
- Upload pictures.
- Post your ad.
Research your item’s category

- Browse ads for a week or so to familiarize yourself with your category.
- Read ads for similar items to assess the competition and set a fair price.
Set up an account

- On homepage, click My Account.
- Click Sign up for an account.
- Type your email address.
- You’ll receive an email to log in to Craigslist and create a password.
Compose your ad

- Log in to your account.
- Select the appropriate city. Click Go.
- Choose the post type and location.
- Add a **descriptive**, concise title.
- Check your spelling and grammar.
Compose your ad (cont’d)

Specific, honest information sells!

- Brand
- Condition: new, lightly used, brand new in box, used
- Color
- Size
- Any bells and whistles
- Whether it works! (People may buy broken things!)
Add pictures

- Pictures sell items!
- Make sure photos are clear and in focus.
- Use good lighting; natural light is best.
- Photograph item from different angles if that will help.
- Show close-ups of any special feature or damage.
Upload pictures

- Click Browse.
- Find the photo files on your computer.
- Add the first photo (one you want to feature).
- Add additional photos.
- Click done with images.
Publish your ad

- View your final draft.
- Edit text or images as necessary.
- Read and accept the Terms of Use.
- Click publish.
- Craigslist *may* ask for your phone number to assign a verification number.
- You’ll receive an email verifying that your ad has been published.
- You can edit or delete your ad via your account.
Dealing with buyers

- Not everyone who contacts you will follow through.
- Don’t let buyers talk you into alternative forms of payment, e.g., trade vs. cash.
- Remember to take down your ad once you’ve sold your item!
Avoiding scams and pitfalls

- Read these important guidelines!
- Trust your instincts!
Questions?

Thanks for coming!