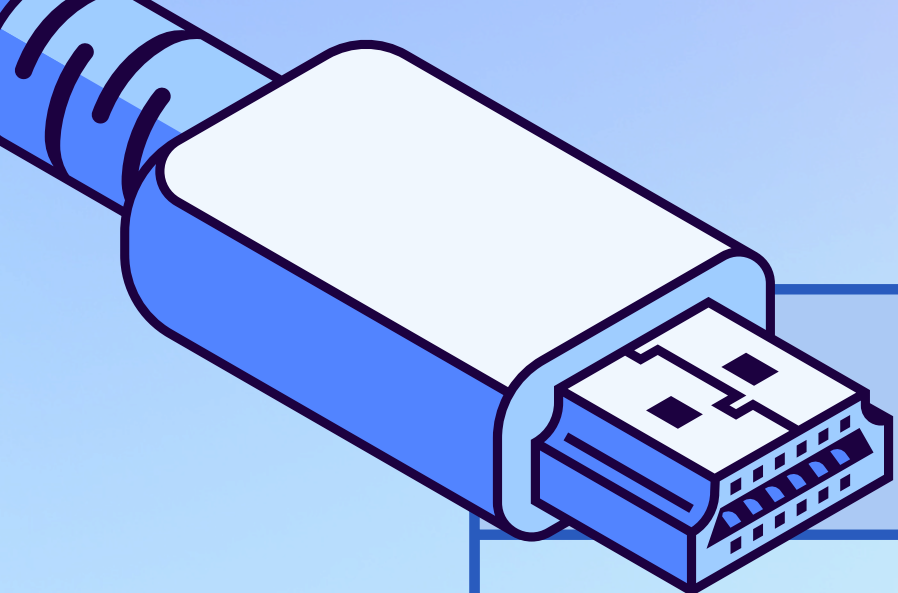




HARRISON TOWNSHIP
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Tech Time at HTPL

Intro to Facebook & Marketplace



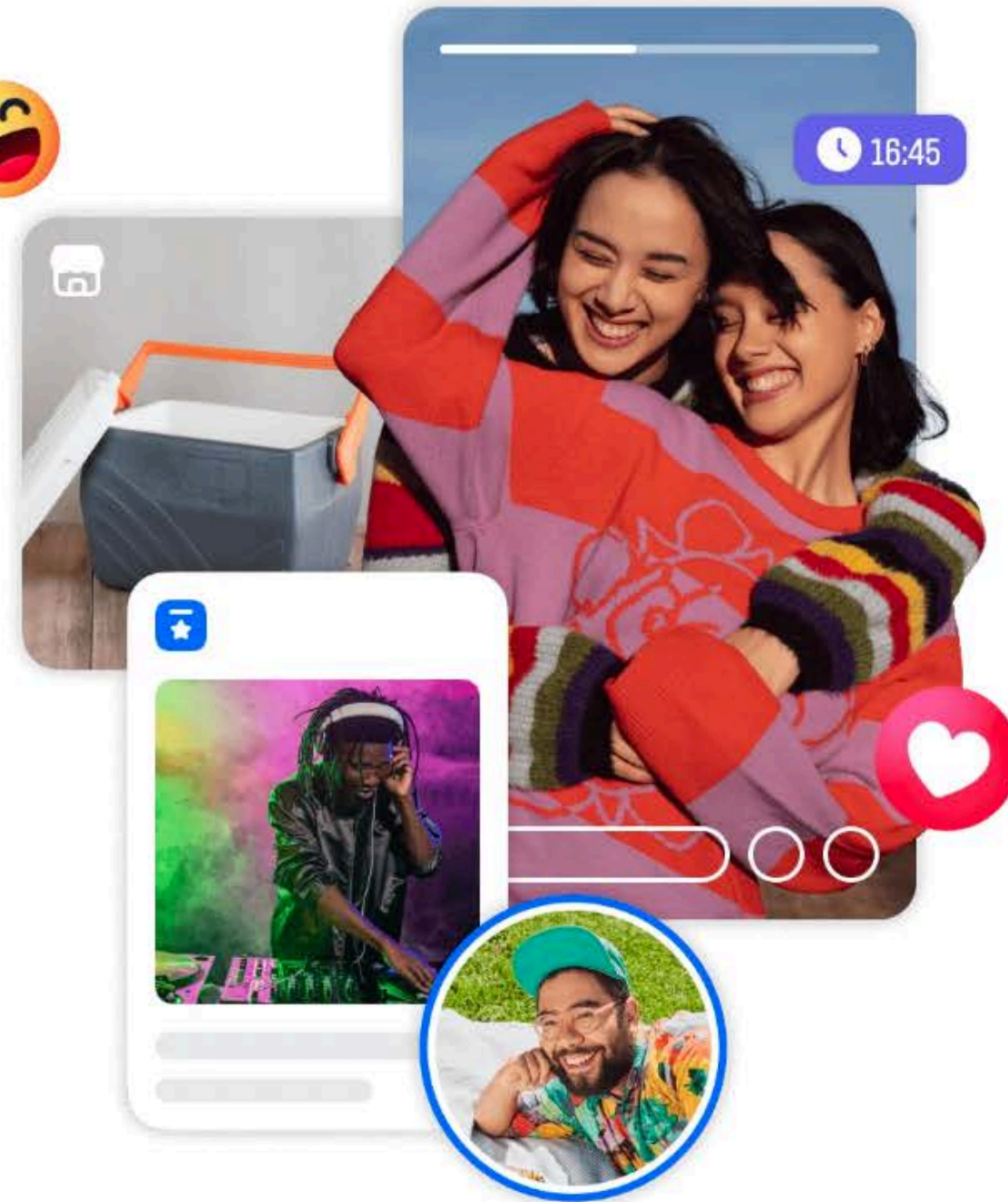
What is Facebook?

Facebook was created in 2004 and is one of the largest and most popular social networking platforms in existence.

Facebook allows you to post photos and text, share others' posts, connect with friends and family, sell items on Marketplace, join local groups, browse local events, and more.

Remember that social media is what you make of it. You are in control of your privacy, what you choose to share with others, and what you decide to follow or view. Be mindful of what information you post for public viewing.

Setting Up Your Account



Explore
the
things
you love.

Follow the prompts when selecting "create new account." Make sure to use an active phone number and/or email so that you don't lose access to your account.

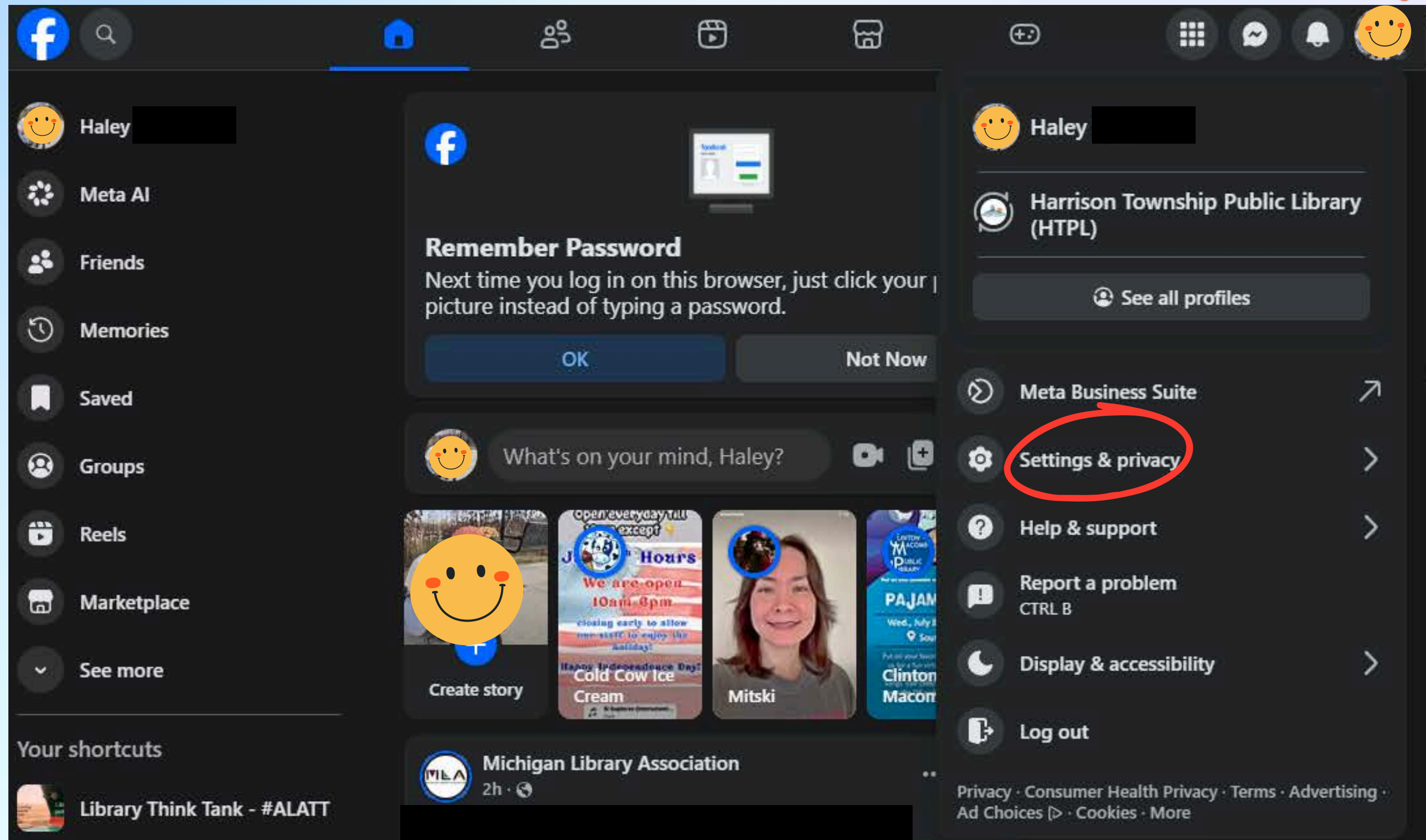
Log into Facebook

Log in

Forgot password?

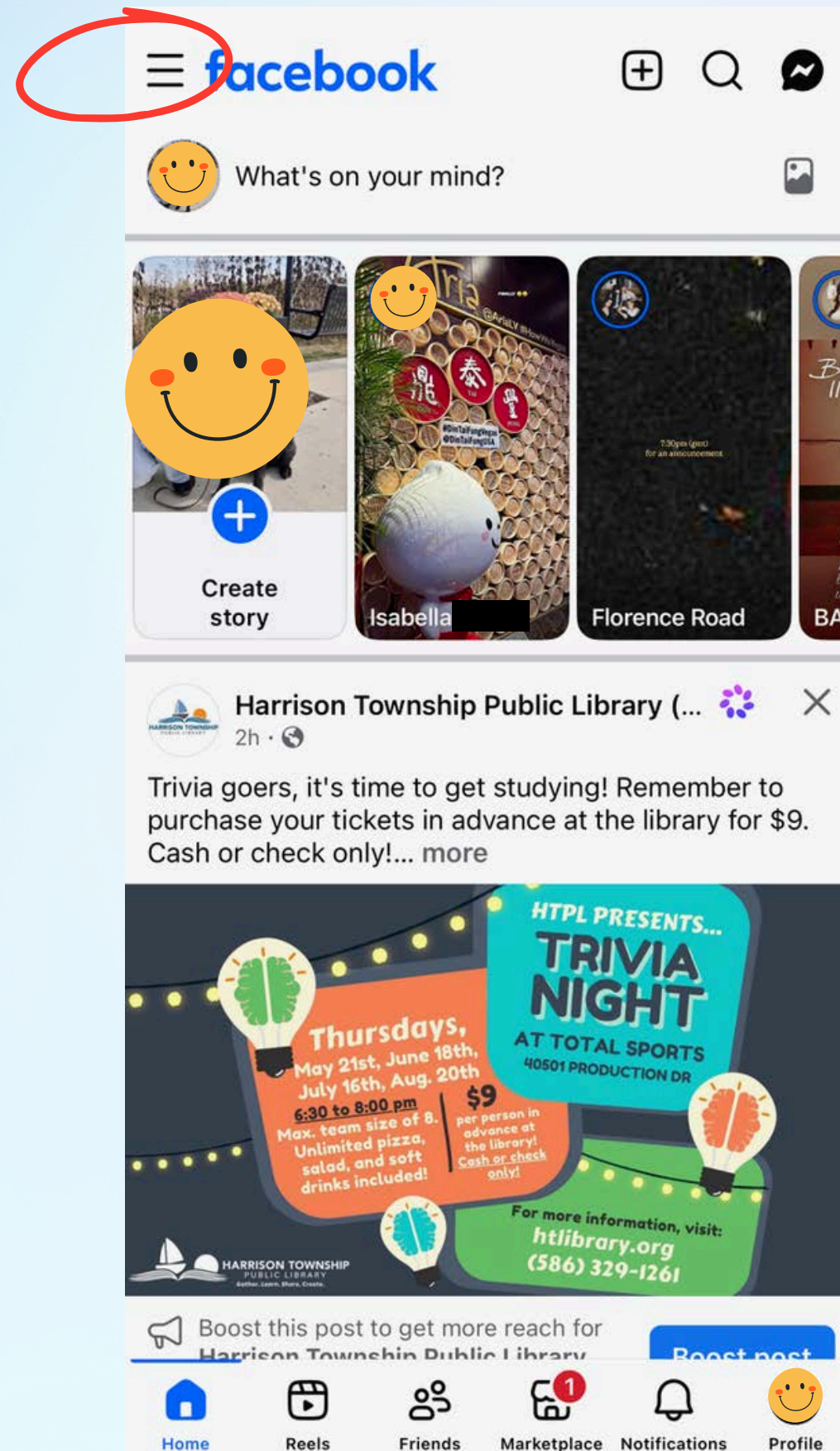
Create new account

Adjusting Your Settings



Example of Mobile App

The three horizontal lines = your **menu**. If you tap here, you'll see shortcuts to other parts of Facebook like Marketplace, Groups, Events, Settings, etc.

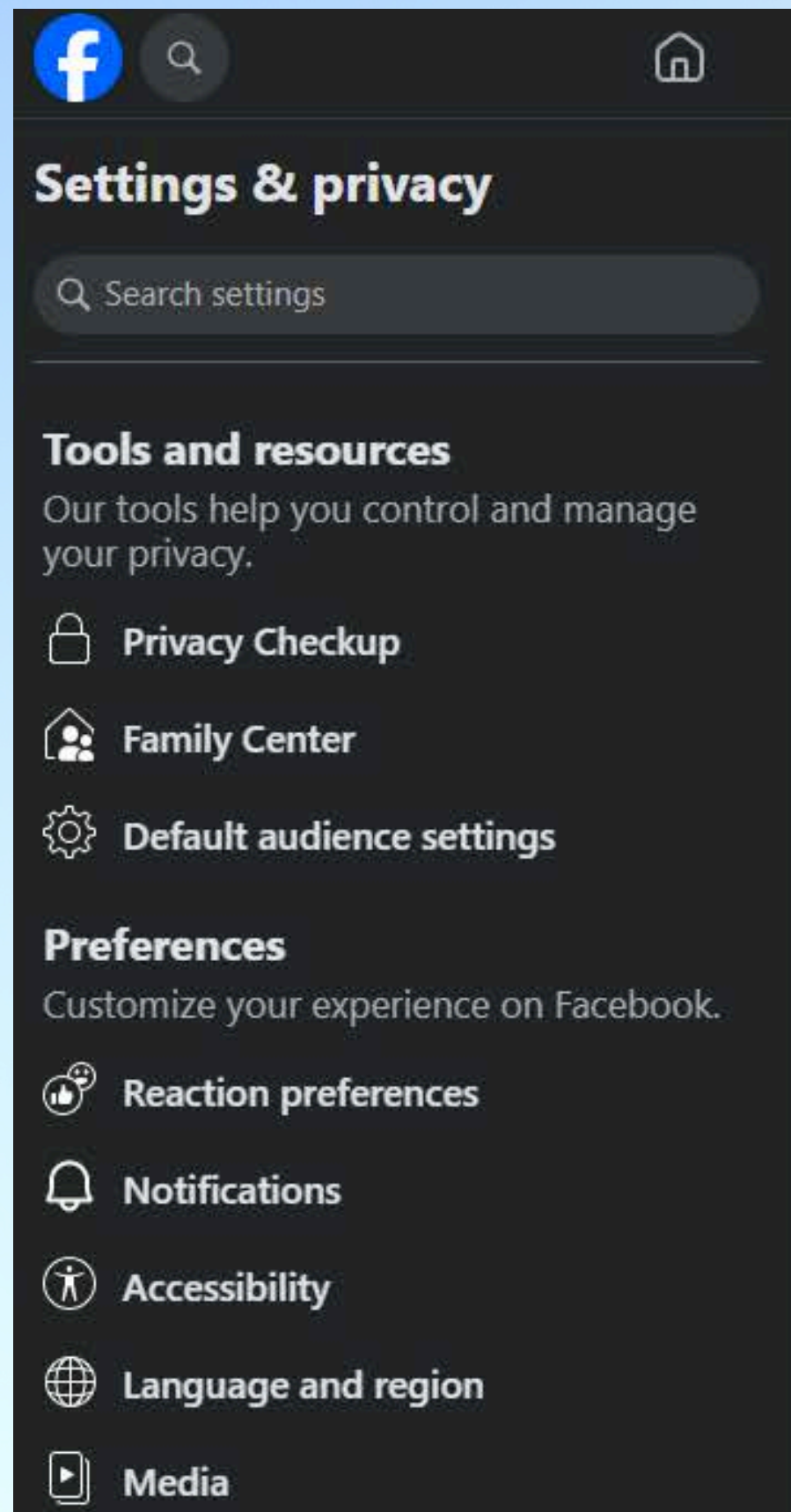


At the top of your home page, you'll see additional shortcuts like **Messenger** and your search tool.

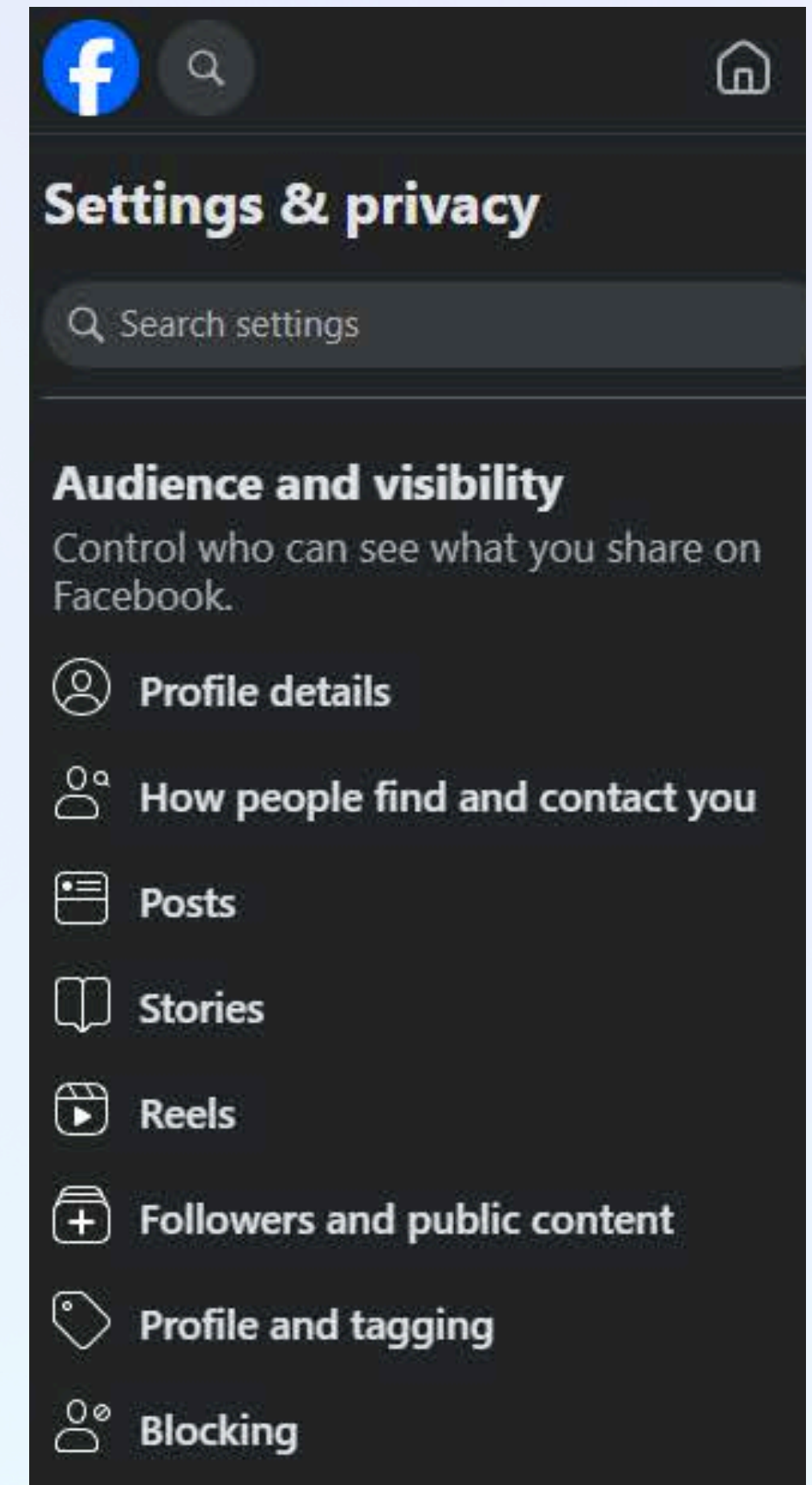
You can also view people's **stories** from your home page.

At the bottom of the app, you'll see your main taskbar, which can be customized to your liking. Typically this includes your **home** page (or **newsfeed**), **notifications**, **profile**, etc.

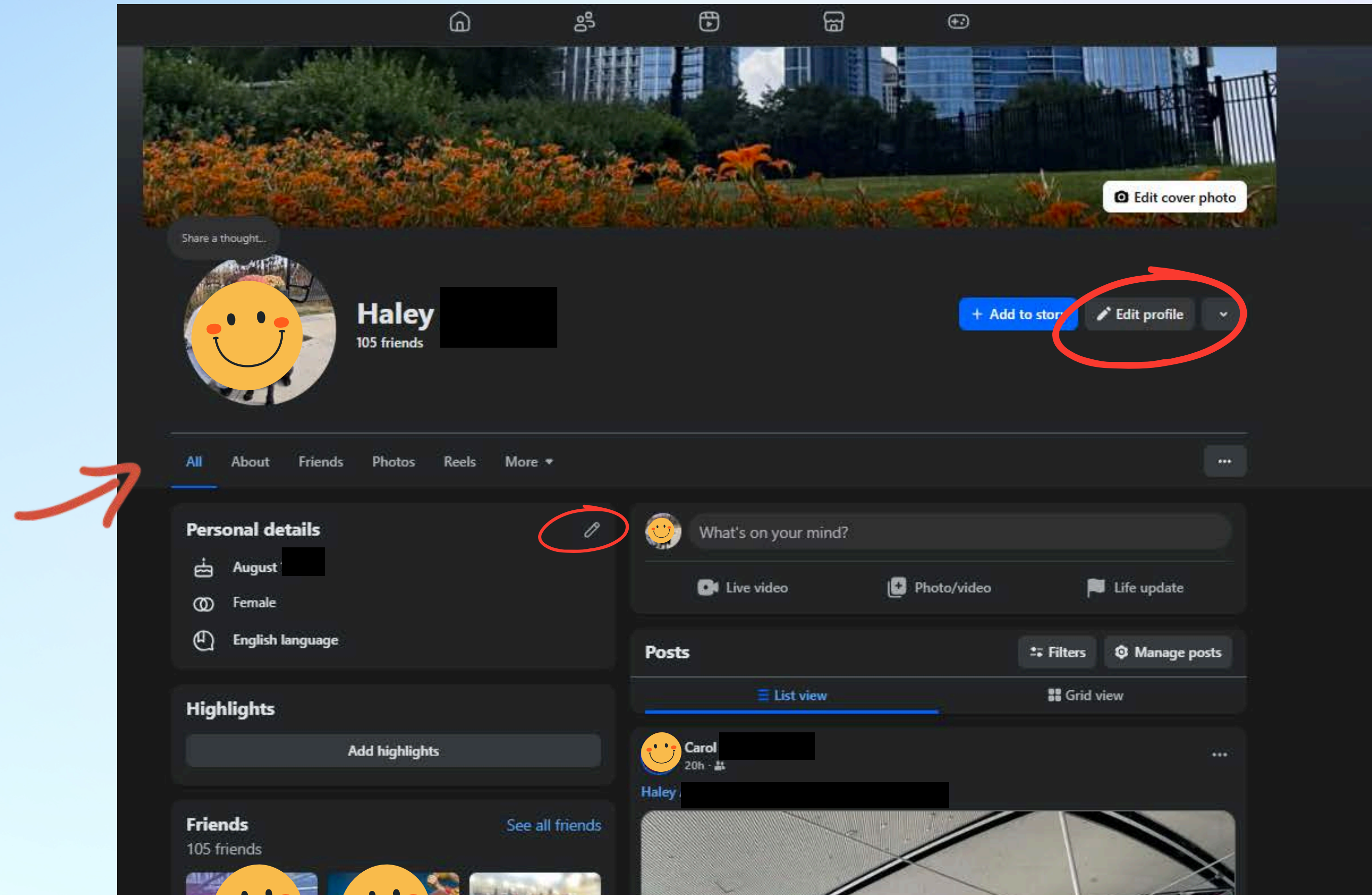
Privacy Settings



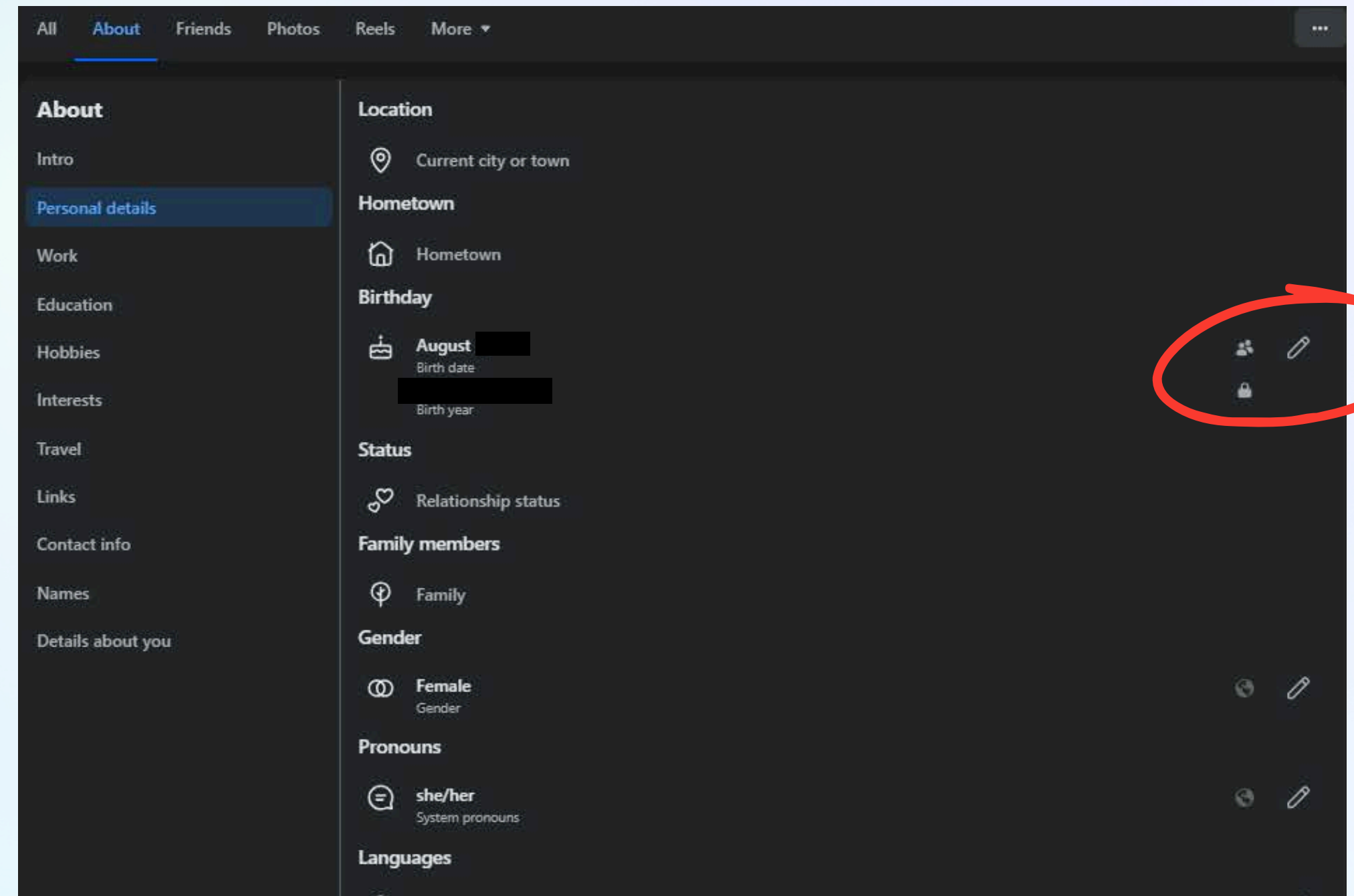
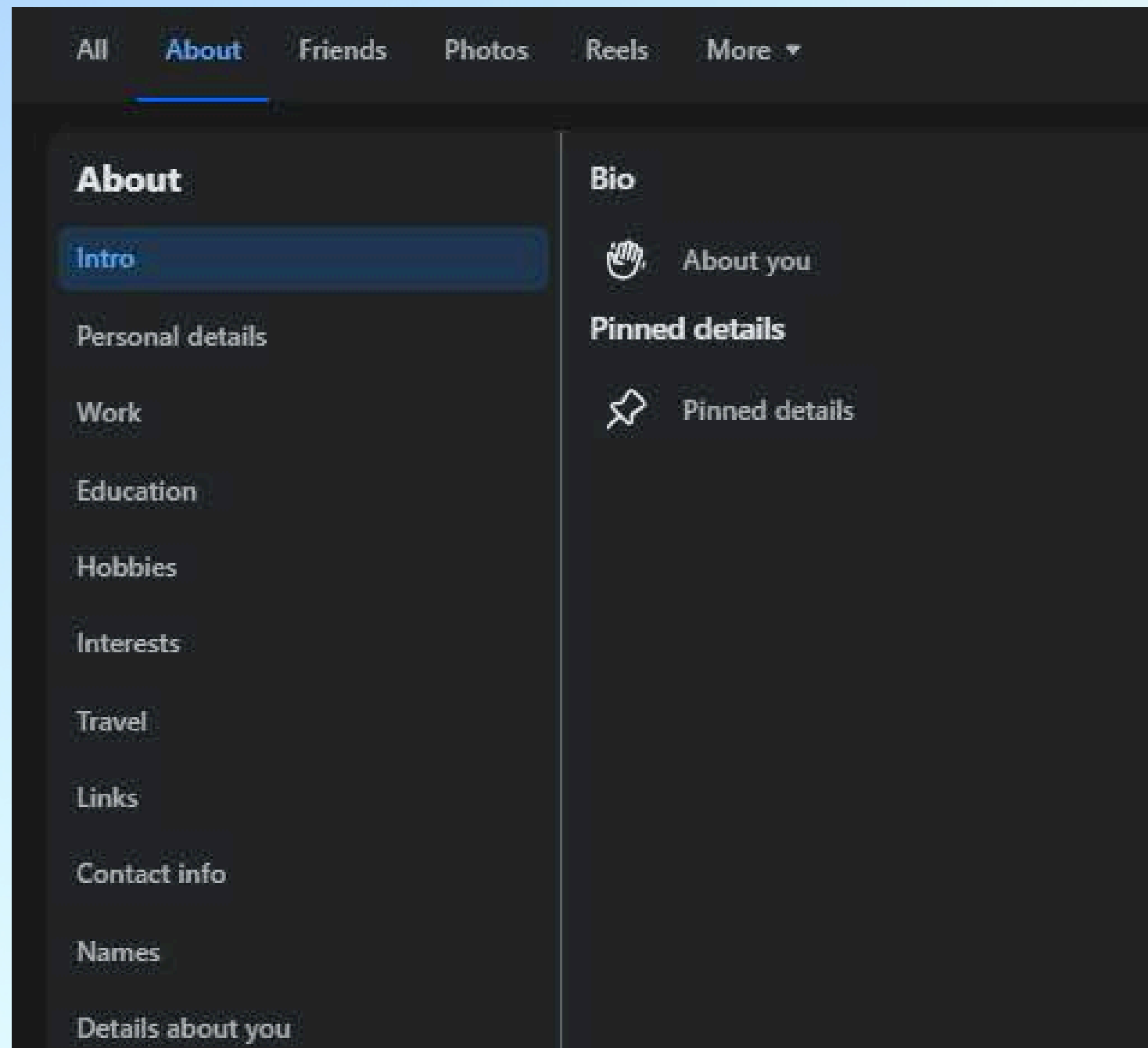
- Privacy checkup: Guided settings to adjust who can see your content, your location settings, etc.
- Default audience settings: Choose between public, private, or custom privacy settings on your posts.
- Notifications: Adjust what type of content you're notified for, turn on/off mobile notifications.
- Accessibility: Adjust text size, display, keyboard settings, etc.
- Profile details: Another shortcut to editing your public profile.
- How people find and contact you, posts, stories, etc: Adjusting these settings ensures that your privacy is customized to your needs.



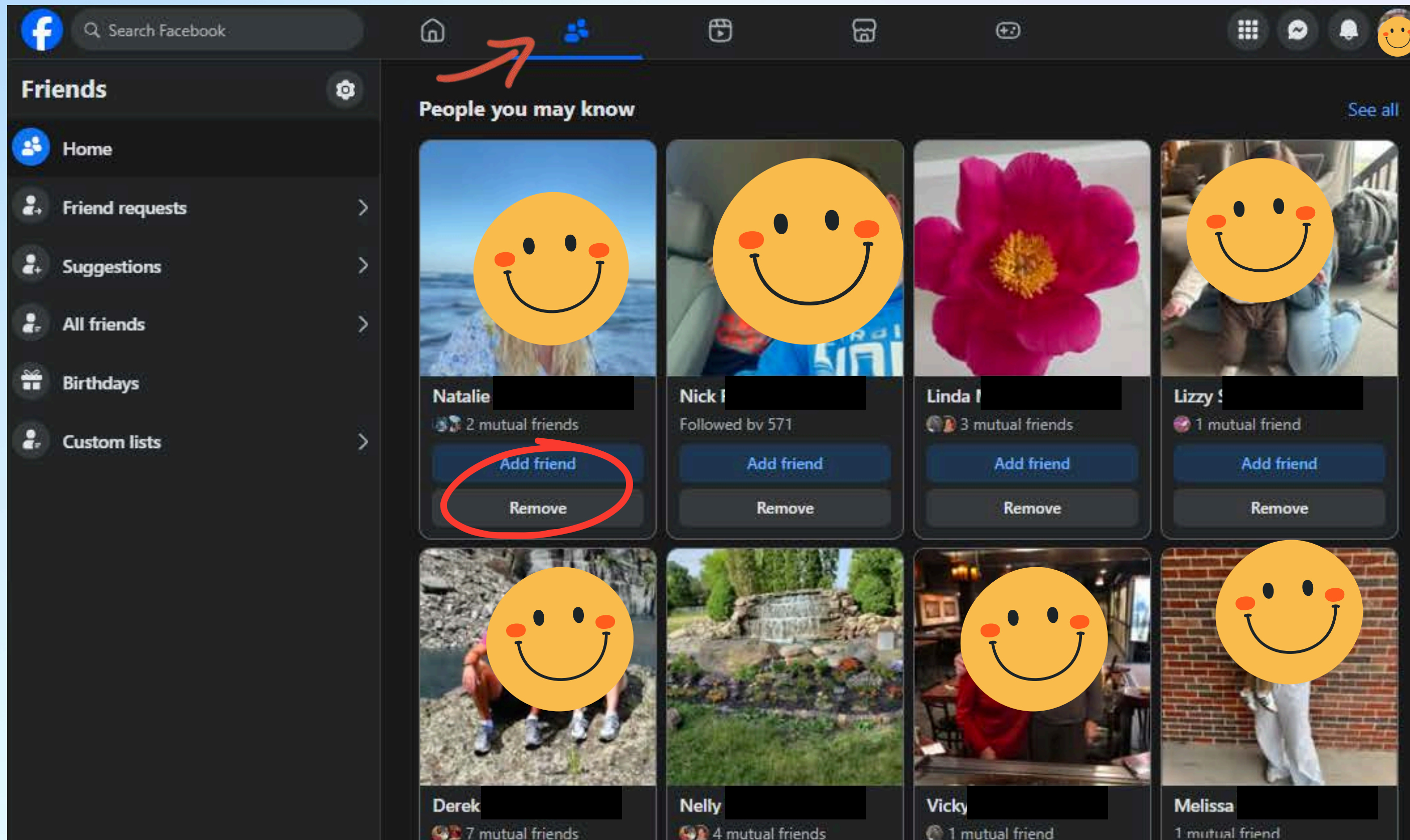
Editing Your Profile



Editing Your Profile



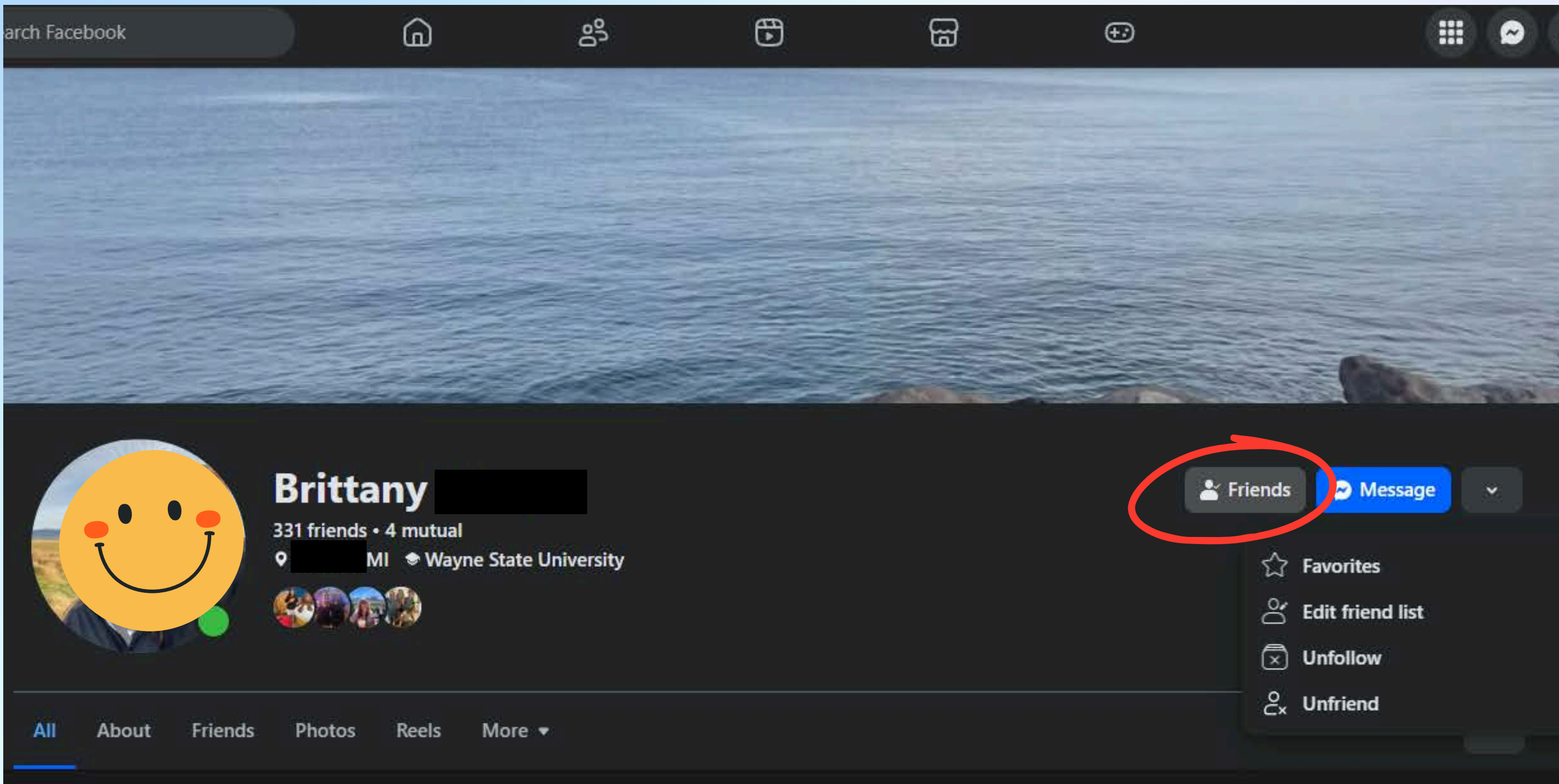
Adding Friends



Removing or Managing Your Friends

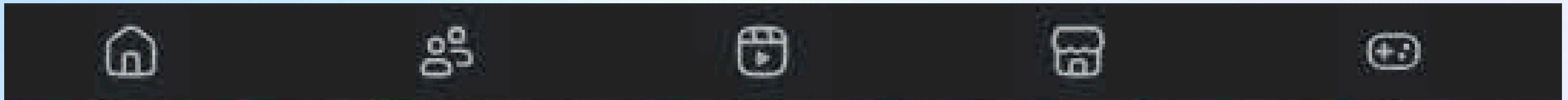
To remove a friend entirely or to mute a friend (you won't see their posts on your newsfeed, but you'll still remain friends), the easiest way is to navigate to the friend's profile, then click the button where it says "**friends**."

A drop down menu will appear. Click "**unfollow**" to mute them. Click "**unfriend**" to remove them entirely. They will not be notified of these changes.



Browsing Your Newsfeed

Before we look at the newsfeed, it's important to mention the navigation bar.



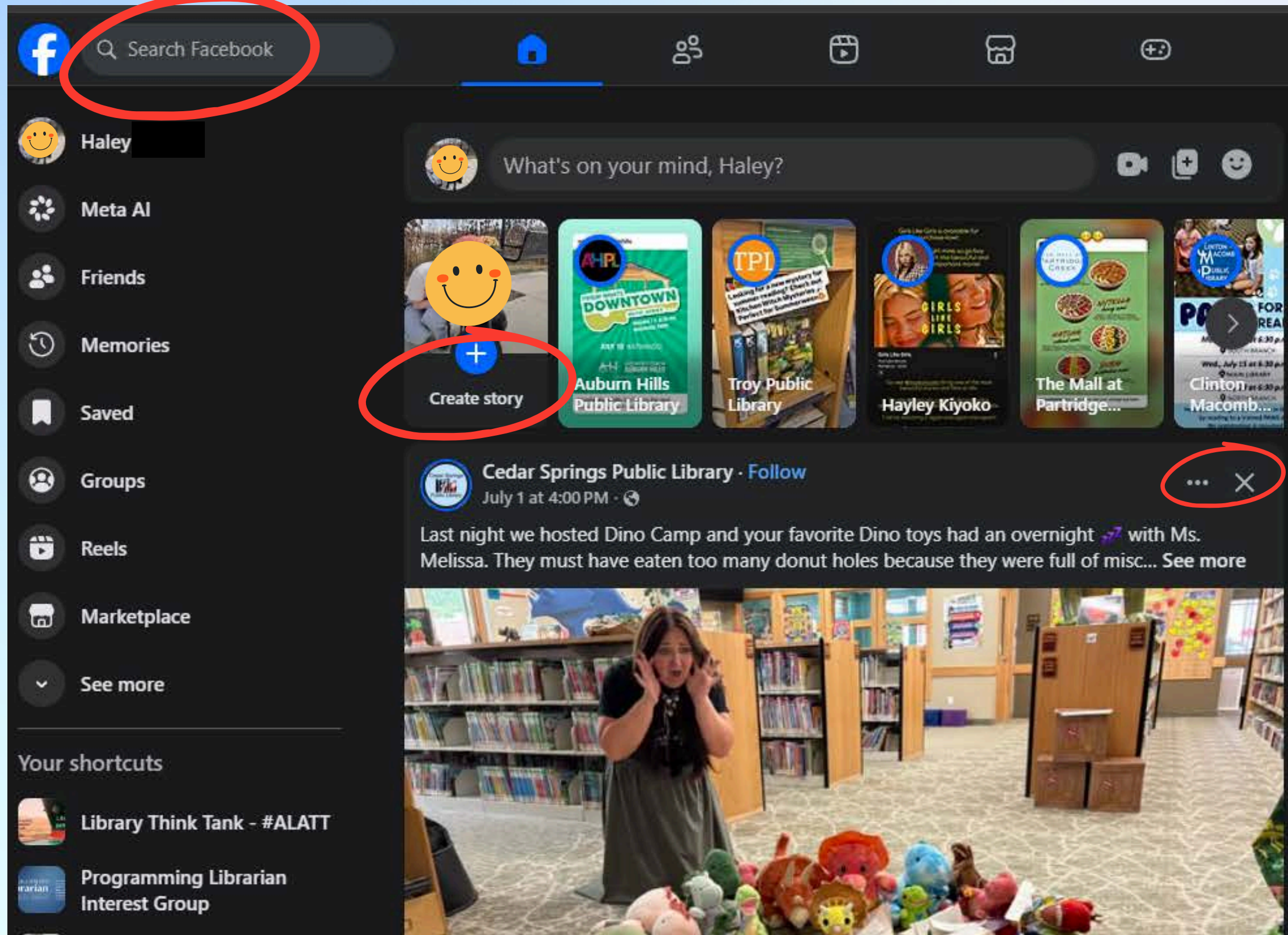
This can be personalized later on by going to Settings > Tab Bar > Customize the Bar.

These icons include:

- Home: Your newsfeed
- Friends: Looks like two people
- Reels: A movie clapperboard
- Gaming: A video game controller
- Marketplace: A small building
- Groups: A circle with people inside
- Dating: A heart
- Events: A square with a star on it
- Explore: A compass
- Feeds: A square with a clock at the bottom
- Notifications: A bell

Browsing Your Newsfeed

Use the search tool to pull up specific pages or friends.

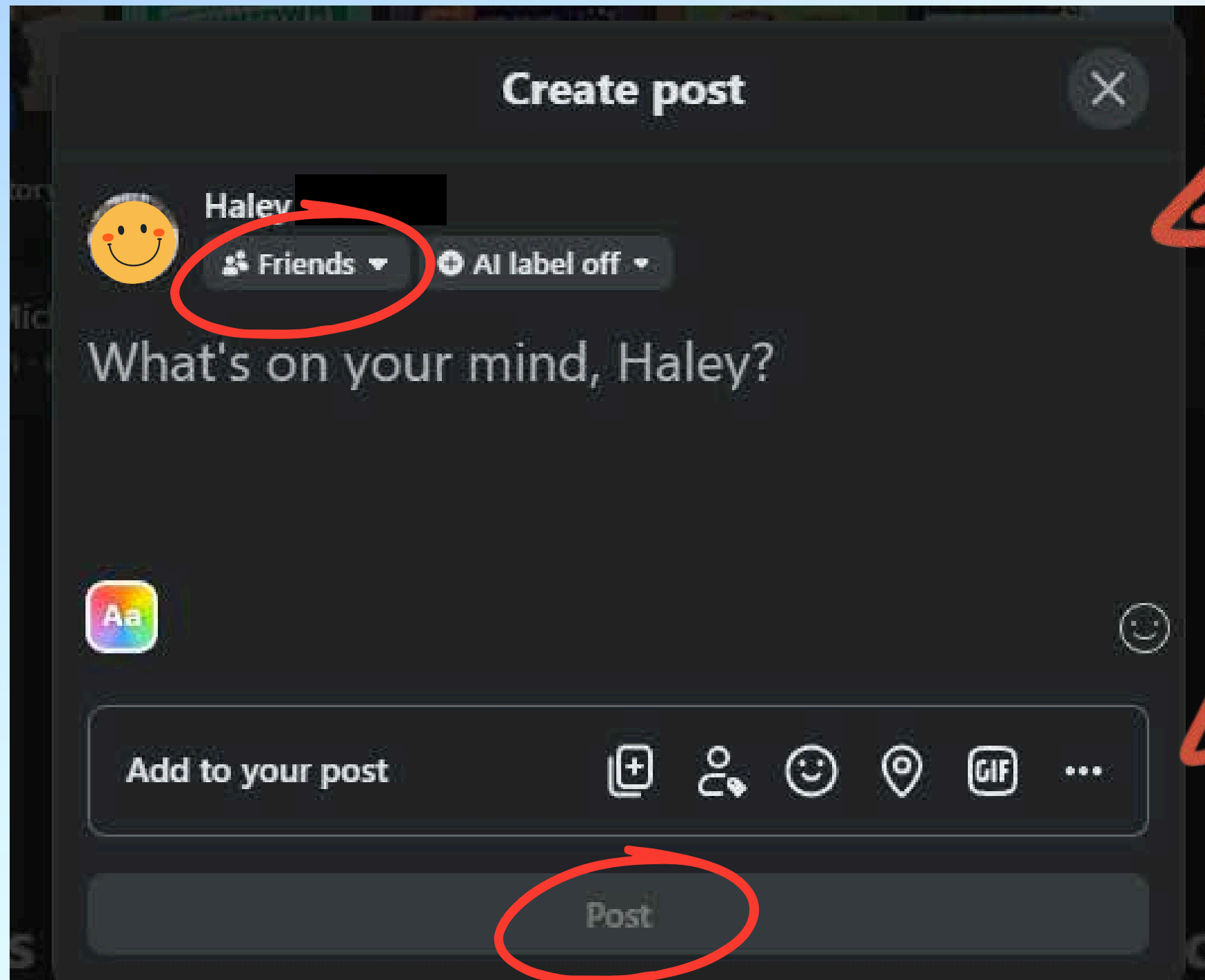


Under "**what's on your mind?**" you can start typing to share a post with your friends. The video camera, photo symbol, and smiley face are shortcuts to create your post.

A **story** is a photo or post that is shared for 24 hours, then vanishes. This is useful when sharing everyday moments, time-sensitive posts, or spreading useful information. Click the "**create story**" icon to share one.

Scrolling down on your newsfeed will allow you to see pages you follow, your friends' posts, and recommended pages. If you find a page that you would like to follow, click the blue **follow** button next to their name. Clicking the three dots next to the post will allow you to click "**not interested**" if you wish to sort your algorithm.

Creating a Post



To adjust who sees your post, click the first drop-down where it says "friends." Here, you can choose your post audience.

Start typing your post. To add a background, click the rainbow square with the two As. To add emojis, click the smiley face.

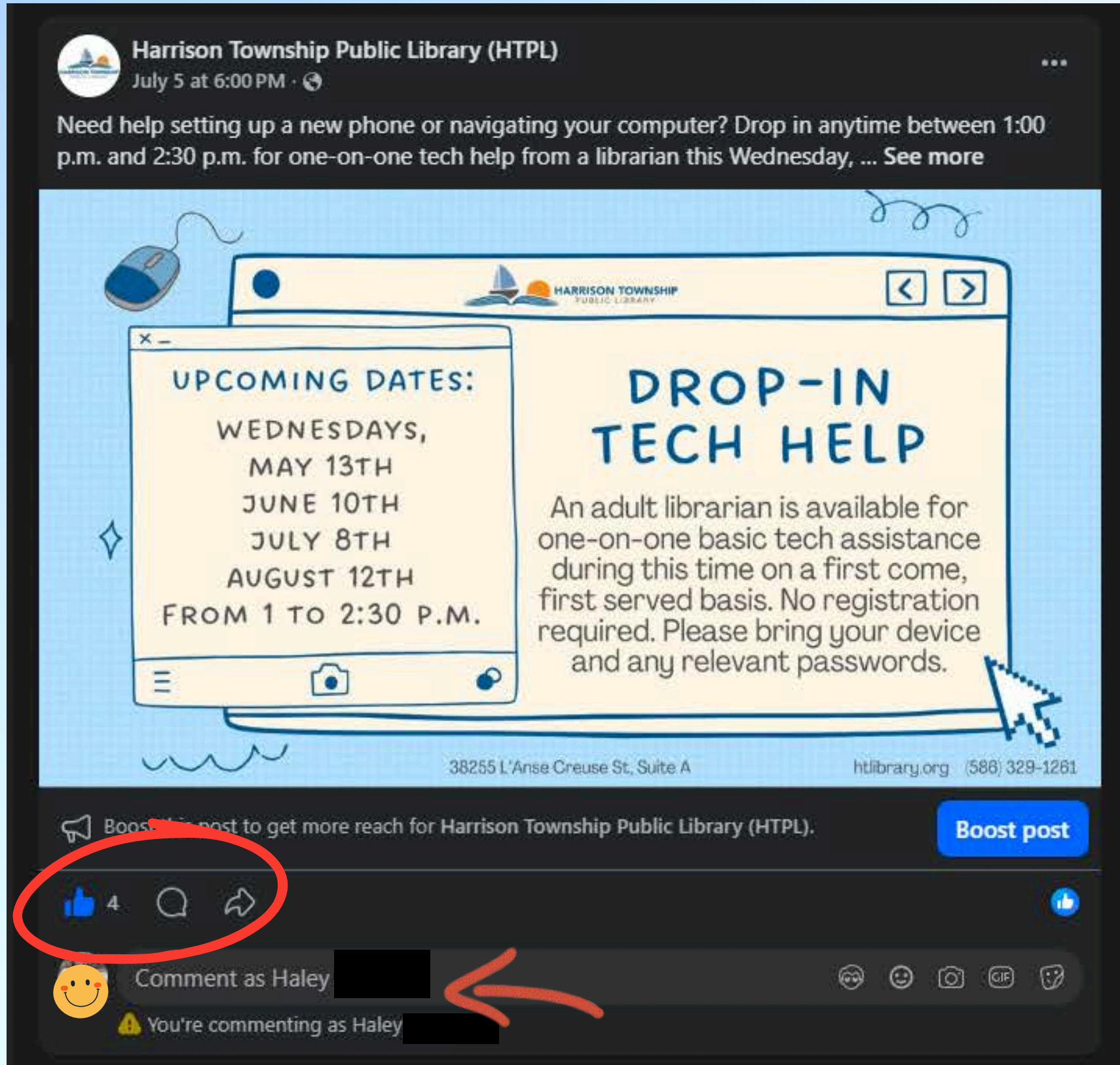
Adding to your post:

- **Photos/videos:** Rectangle with plus sign
- **Tag people:** Person with tag
- **Feeling:** Smiley face
- **Location:** Pin
- **GIF:** Square that says GIF inside
- **Three dots:** Opens more options

You can also post directly to a friend's page or "timeline." Simply search your friend's name, go to their profile, then write a post there!

When you're done, click "**post**" at the bottom.

Sharing or Interacting with Posts

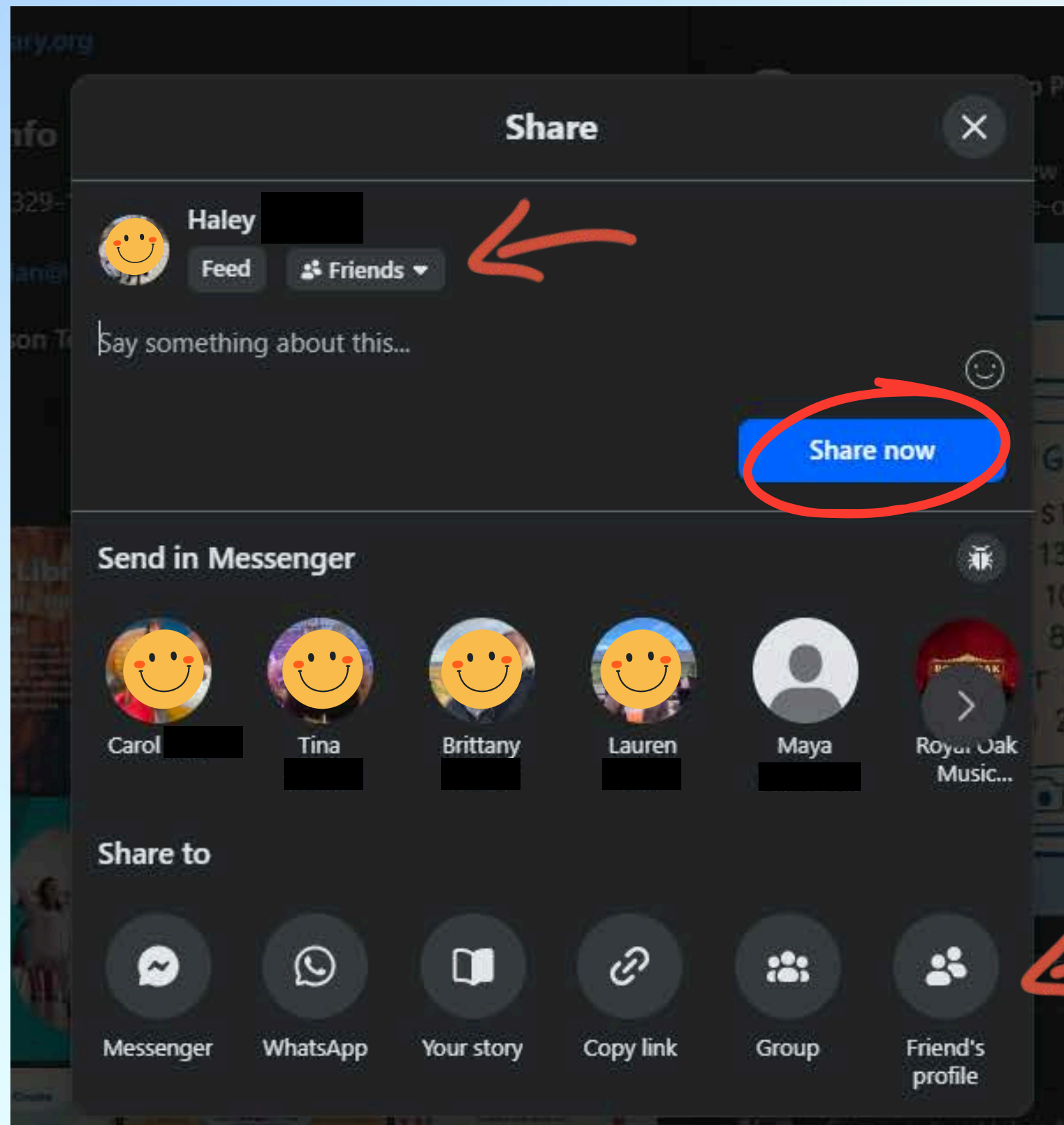


To like a post, click the thumbs up button near the bottom. To **react** to it, hover over the thumb (on desktop) or hold it down (on mobile) to view other reactions like a heart, angry face, sad face, etc.

To comment, scroll to the comments section, type your comment, and hit the "**post comment**" button when finished. You can attach photos and other content to your comment the same way that you do for a regular post.

To share a post, click the right-facing arrow (see next slide).

Sharing or Interacting with Posts



Once you click the right-facing arrow, you'll see a similar screen to the one pictured here.

If you'd like to say something about the content you're sharing, you can type here before hitting "**share now**." Make sure the post audience is adjusted to your liking - friends, public, etc.

You can also share a post privately in messenger, or you can share elsewhere (WhatsApp, a group, a friend's profile, etc.) You can copy the link to the post here as well.

Liking or Following Pages



To unfollow a page after following, click the follow button again (it will say "following") and adjust the settings accordingly.

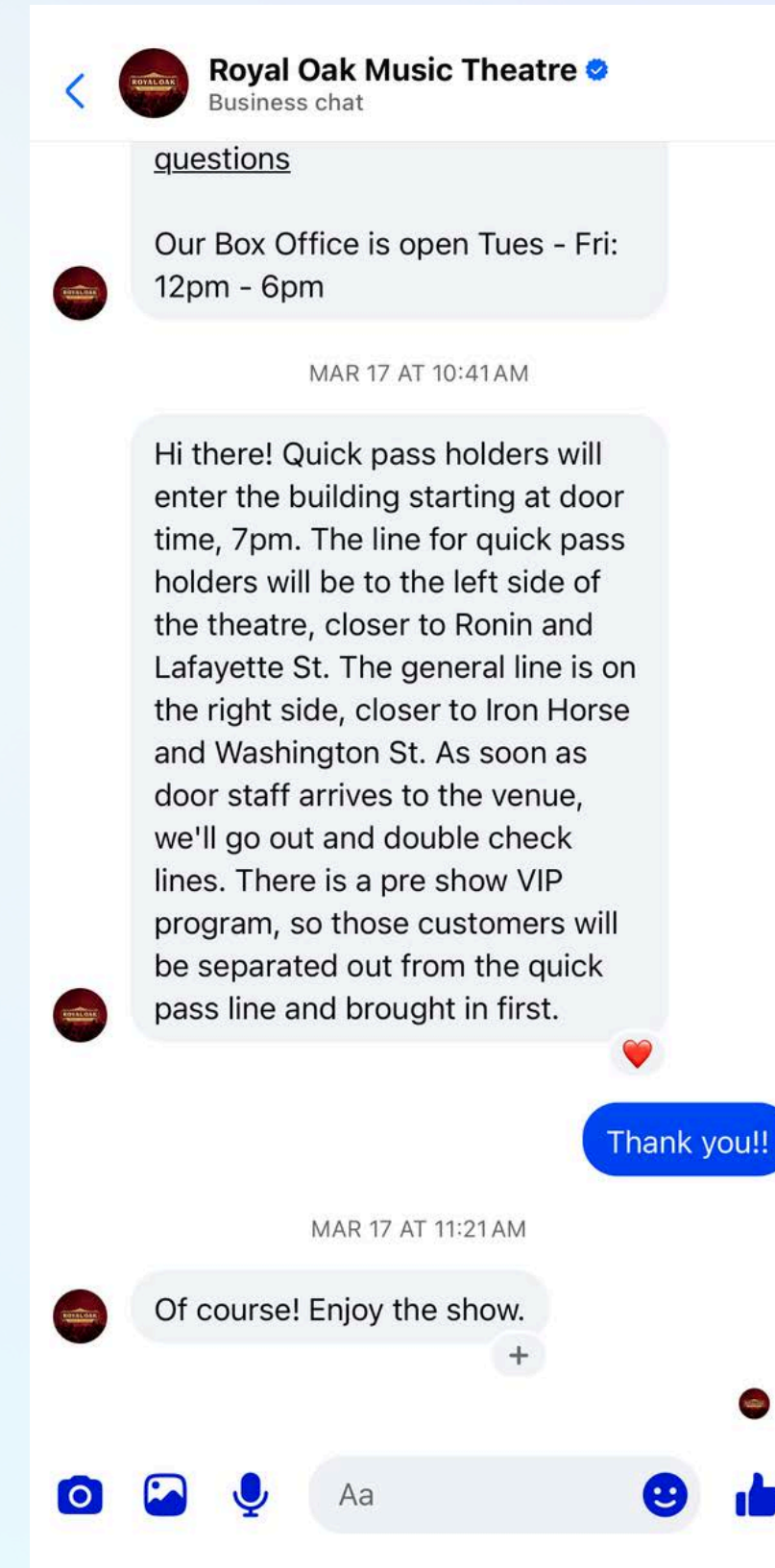
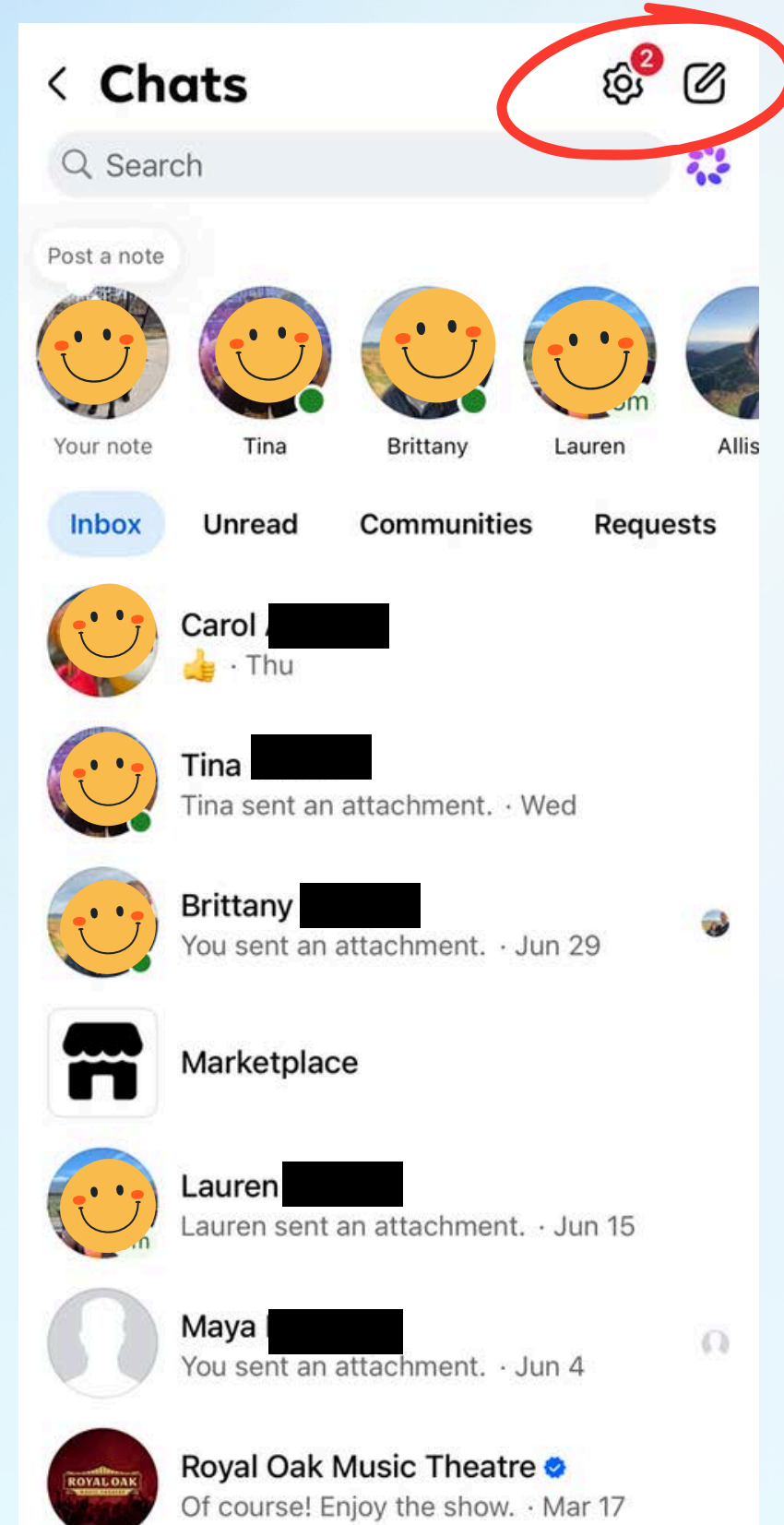
Using Messenger



Icon for Messenger

These screenshots are what Messenger looks like from the mobile app.

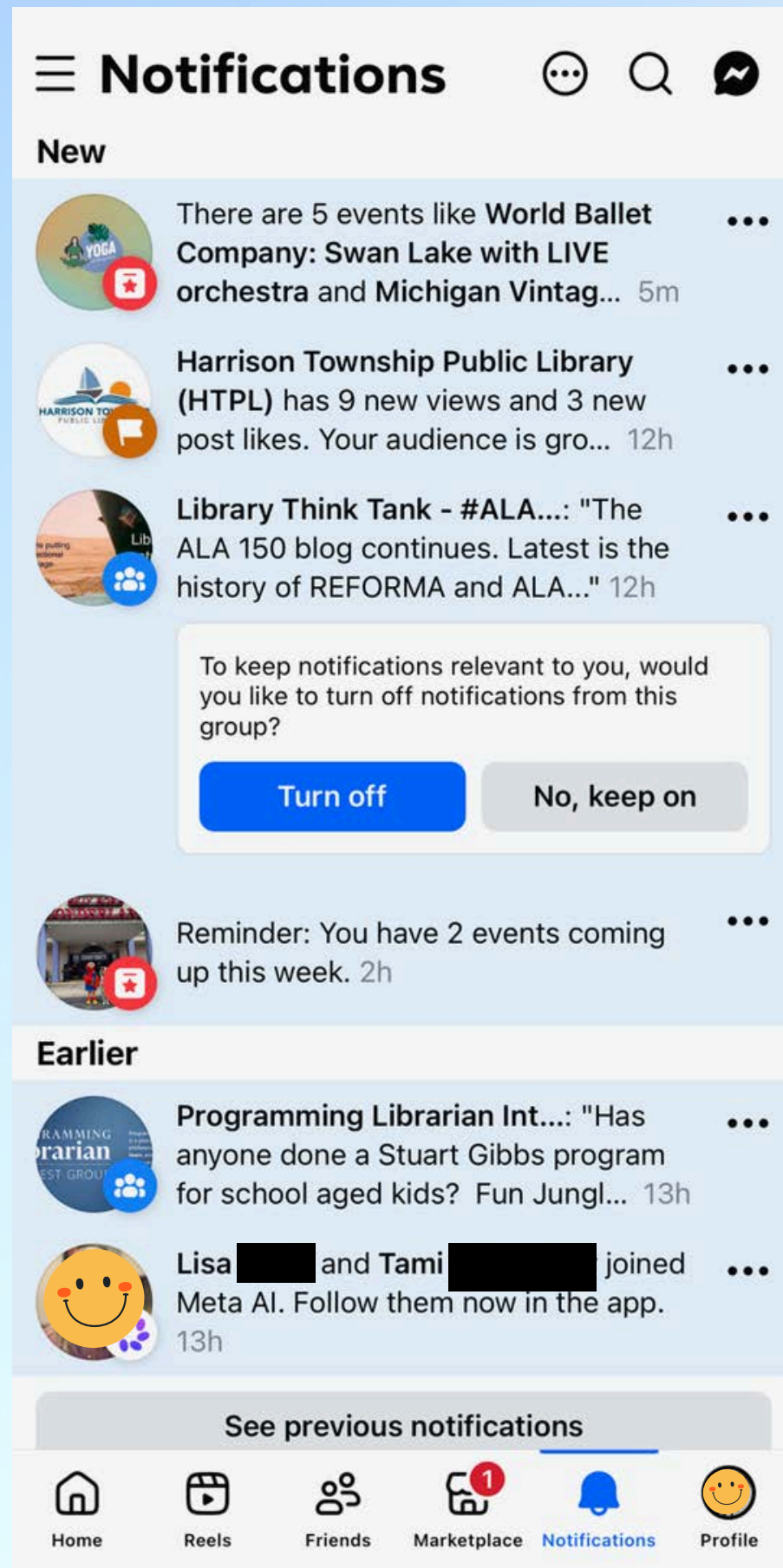
Similar to a text conversation, you can compose a new message at the top, search for past conversations, or open existing threads.



This is an example of a conversation thread. At the bottom, you can type a new message, attach images or other files like audio messages, or react to messages you've received.



Checking Your Notifications



←

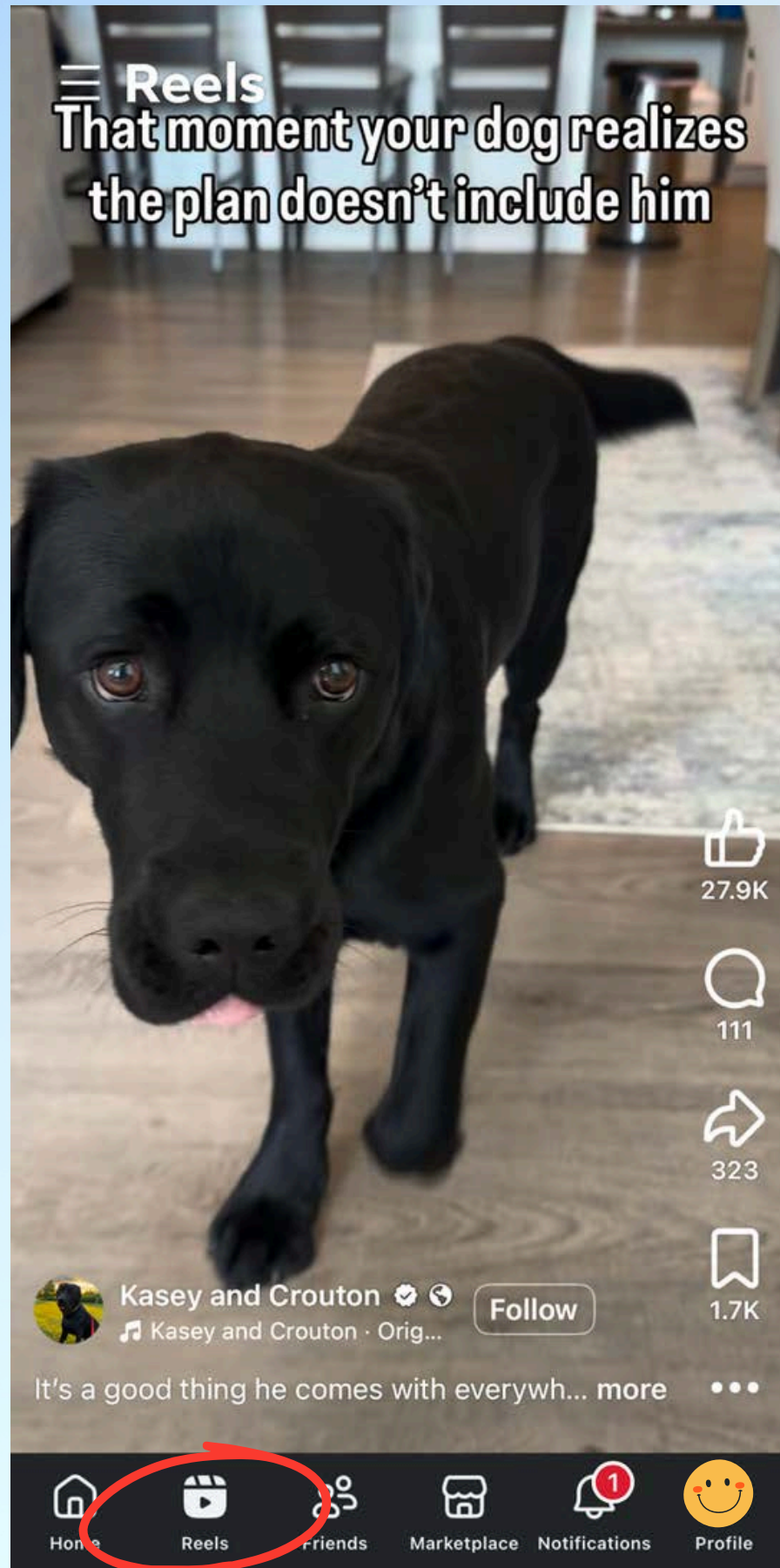
If you click the three dots next to a specific notification, you will see various options to show more or less of similar notifications, delete the notification, or report it for an issue/spam.

You can adjust your notification preferences under your **settings**.

↙

To check your notifications, you'll look for the bell symbol. On mobile, this is at the bottom of the app. On desktop, it'll be near the top right.

Browsing Reels

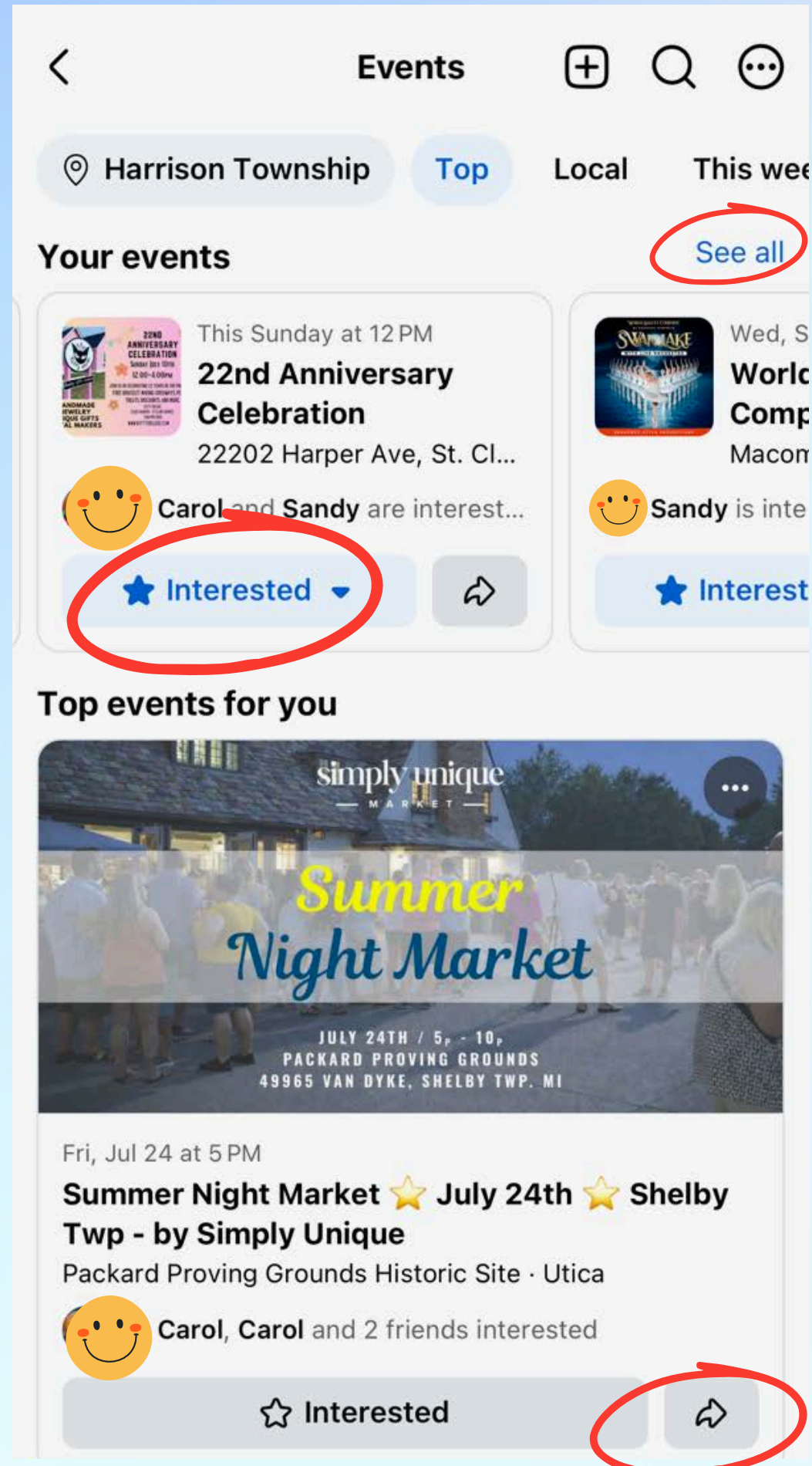


Reels is a way to view short-form video content, similar to YouTube Reels or TikTok.

You can like videos, leave comments, share them, or bookmark them for later. You can also create your own.

Typically, your reels are shown via your algorithm – you'll see content that's similar to what you've liked or commented on in the past. To build up the algorithm you want, you'll have to engage with content that you like to see.

Events

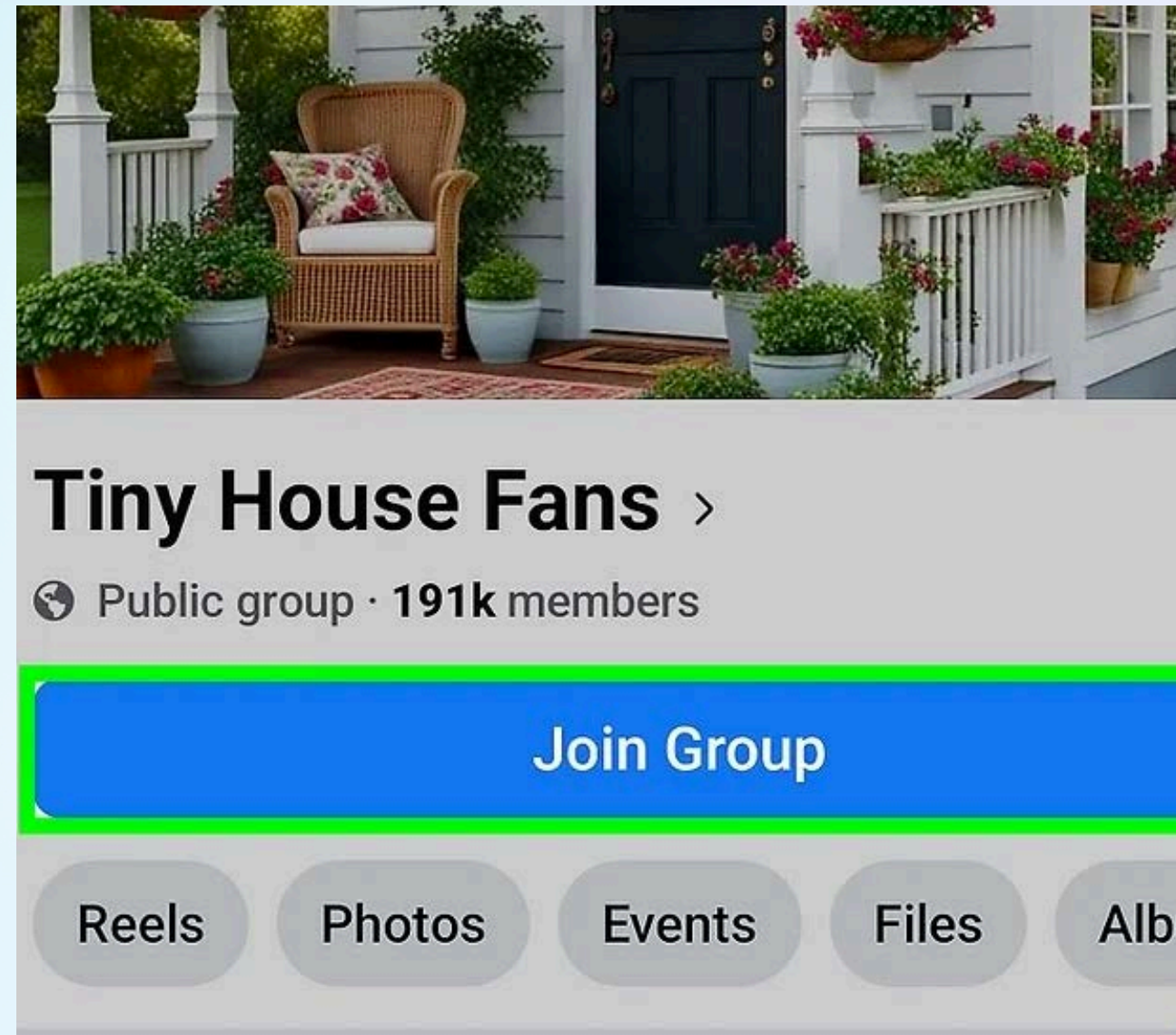


Events can be filtered by how close they are to your location, what's trending among your friends, and more.

You can search for events manually, and you can also create an event listing by tapping the plus sign icon at the top of the screen.

You can “respond” to events by hitting “interested,” “going,” or “not interested.” Facebook will notify you of events that you responded to when the date gets closer.

Joining Groups



Once you hit “join group,” you may have to answer some questions, depending on the rules of that group. A group admin will approve or deny your request to join from there. Not all groups require this, though.

To view your groups, you can navigate to the Groups section on the Facebook menu, then click into the individual group’s page. From there, you can view recent posts, events, and more items that are shared within that group.

What is Marketplace?

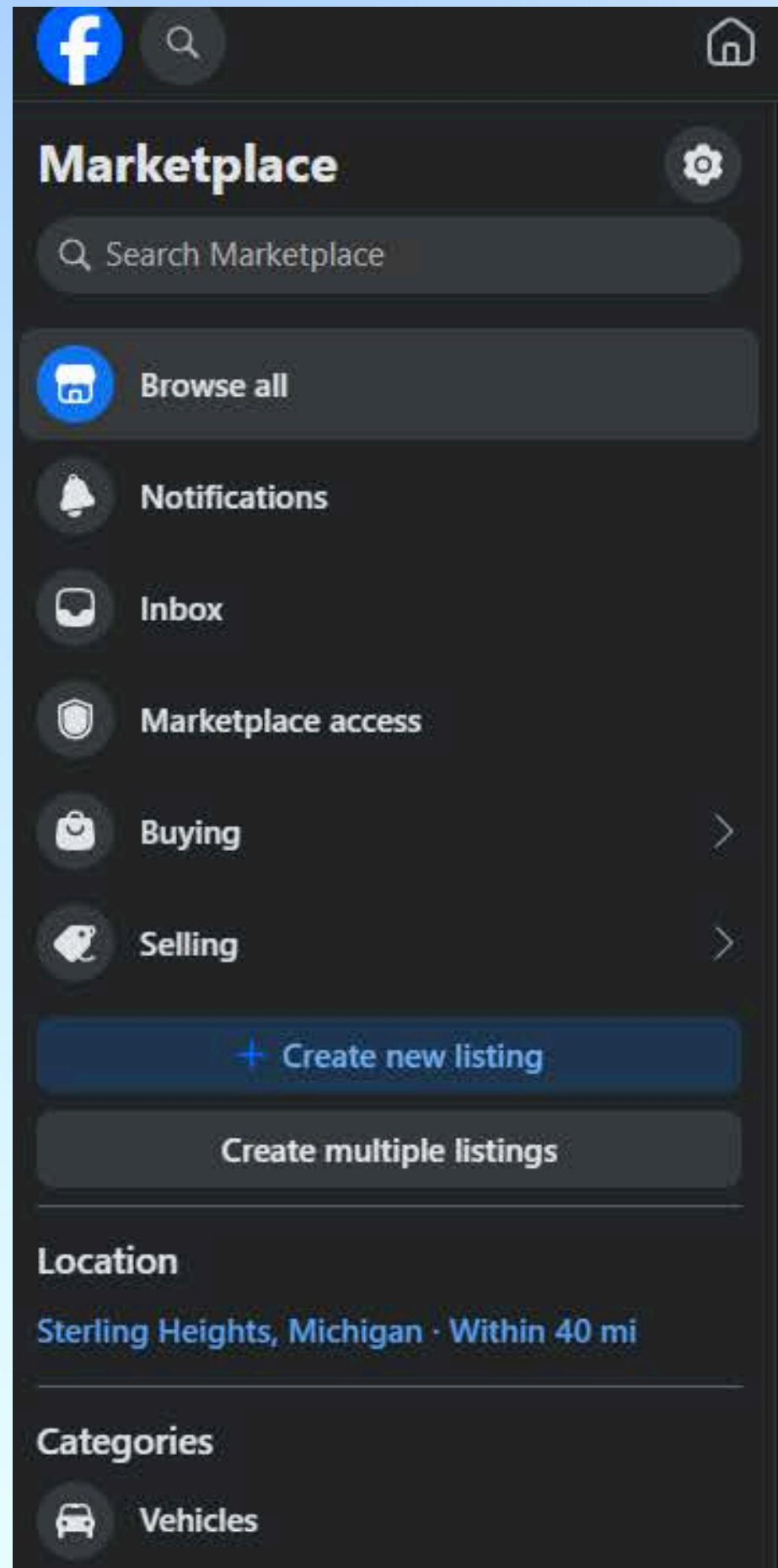
Facebook Marketplace (or just Marketplace) is a free buying and selling platform that is integrated into Facebook.

You can buy listings locally or from other states if the seller offers shipping. You can also list your own items for sale. To purchase an item, you first negotiate with the seller via Facebook Messenger.

For local sales, Facebook plays no role in the payment or exchange of goods; users are expected to work that out between themselves, and no fees are charged. However, for items that are shipped, Facebook processes the payment and provides buyer protection in exchange for a selling fee.

Source/more info: targetinternet.com/resources/what-is-facebook-marketplace

Browsing Marketplace



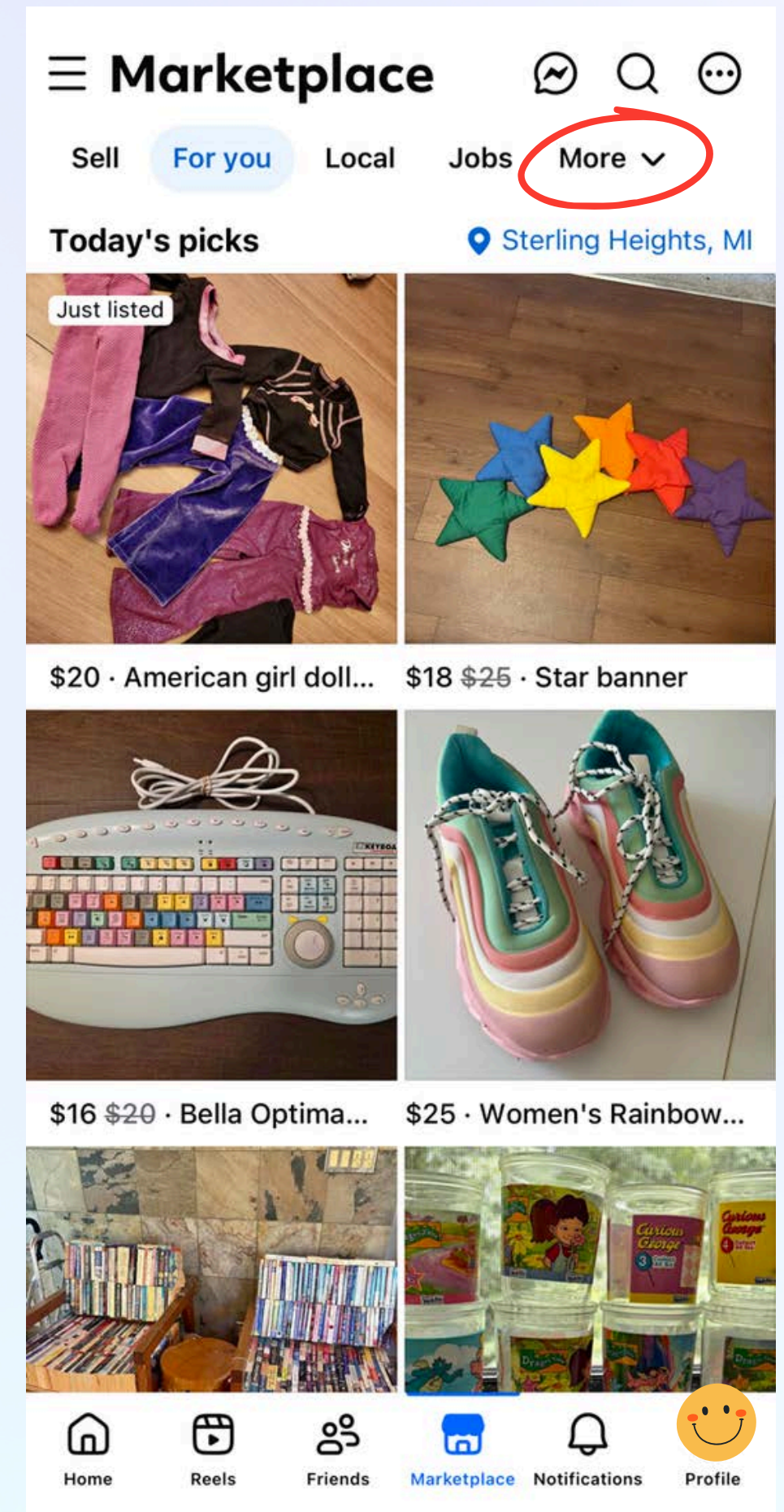
At left is an example of the Marketplace menu on desktop. At right is the mobile view.

Browse all will take you to your “home page” of recommended listings.

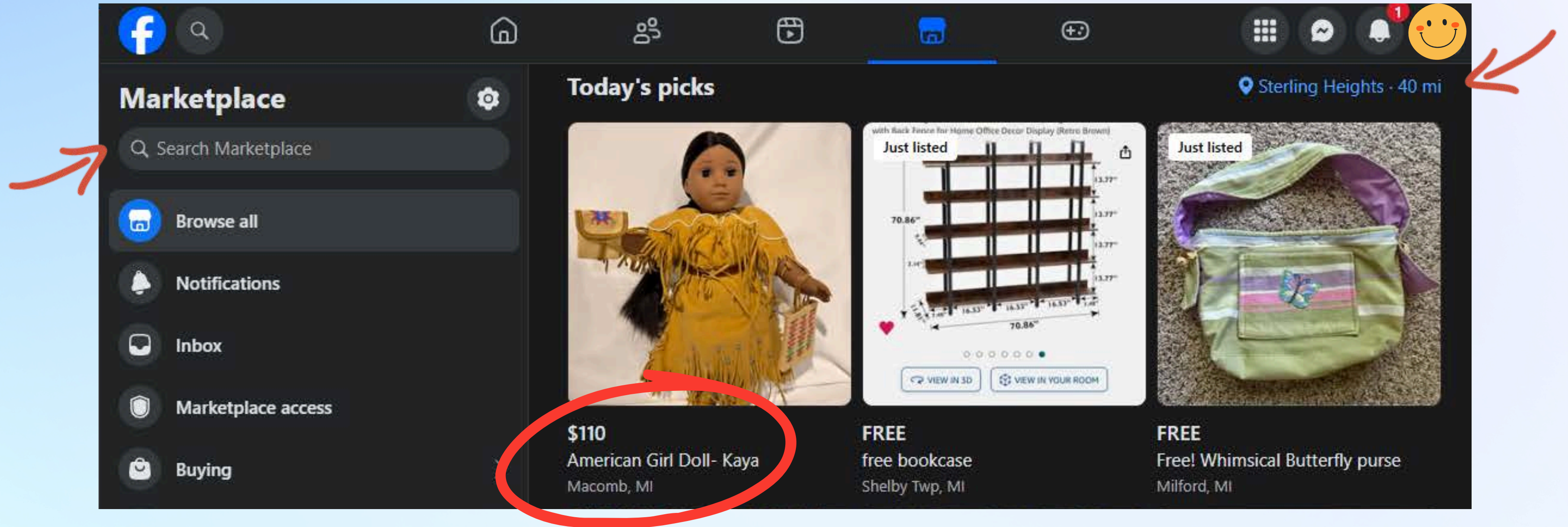
Inbox will take you to any conversations you’re in about items, whether you’re buying or selling.

The **buying** and **selling** tabs will show your history for either.

You can adjust your approximate **location** here as well, or you can browse specific **categories** like vehicles, entertainment, etc.

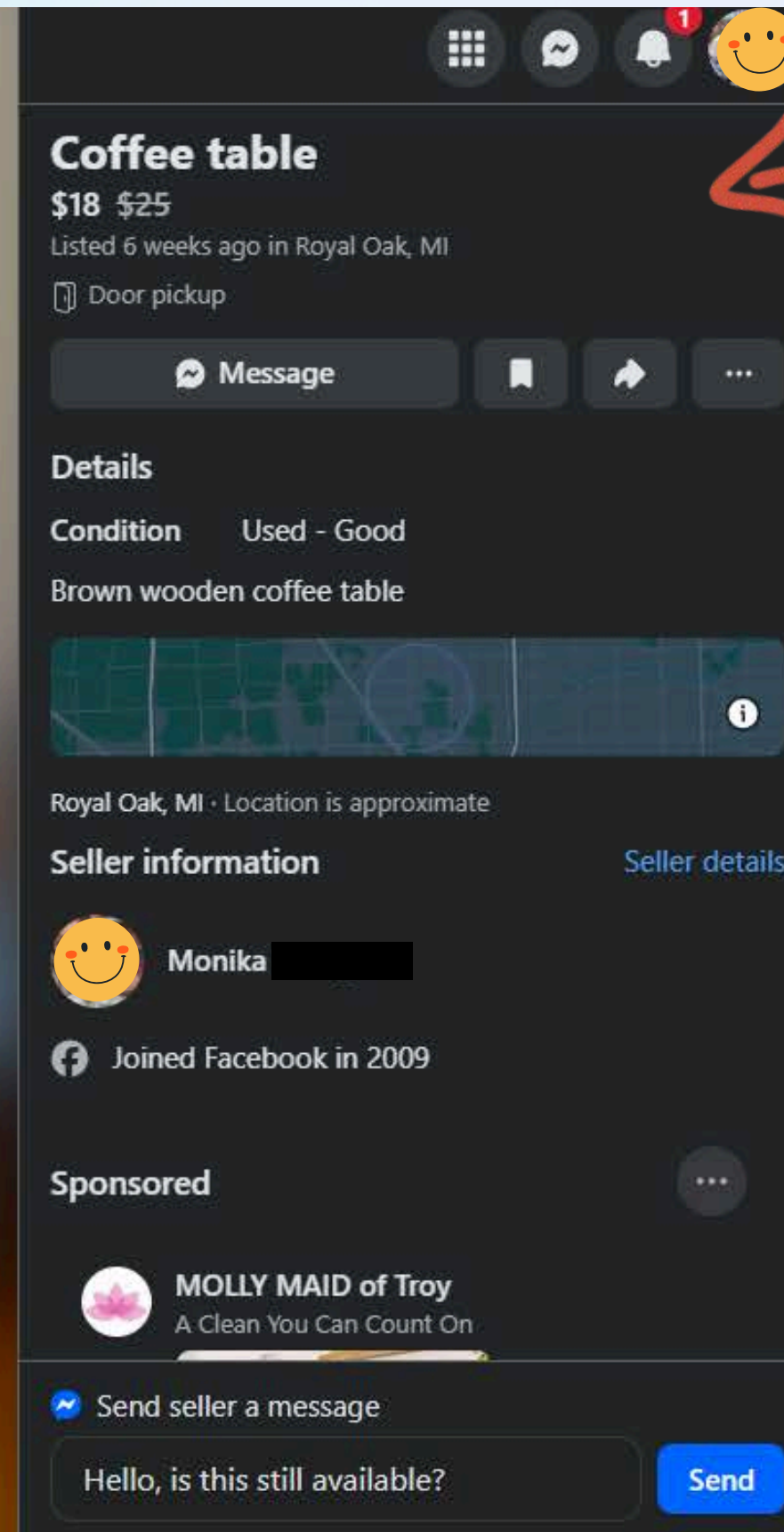


Browsing Marketplace



Your home page on Marketplace defaults to the “**browse all**” tab. You’ll see “**today’s picks**,” which will change as you search for, buy, or sell items. From this view, you can quickly see where an item is at, along with its price and a cover photo.

Viewing an Item



At the top, you'll see the item's name, when it was listed, what type of pickup the seller prefers, its location, and the price.

You'll see shortcuts to message the seller, bookmark the item, or share the item here.

Below that, you'll find additional details about the item and its location.

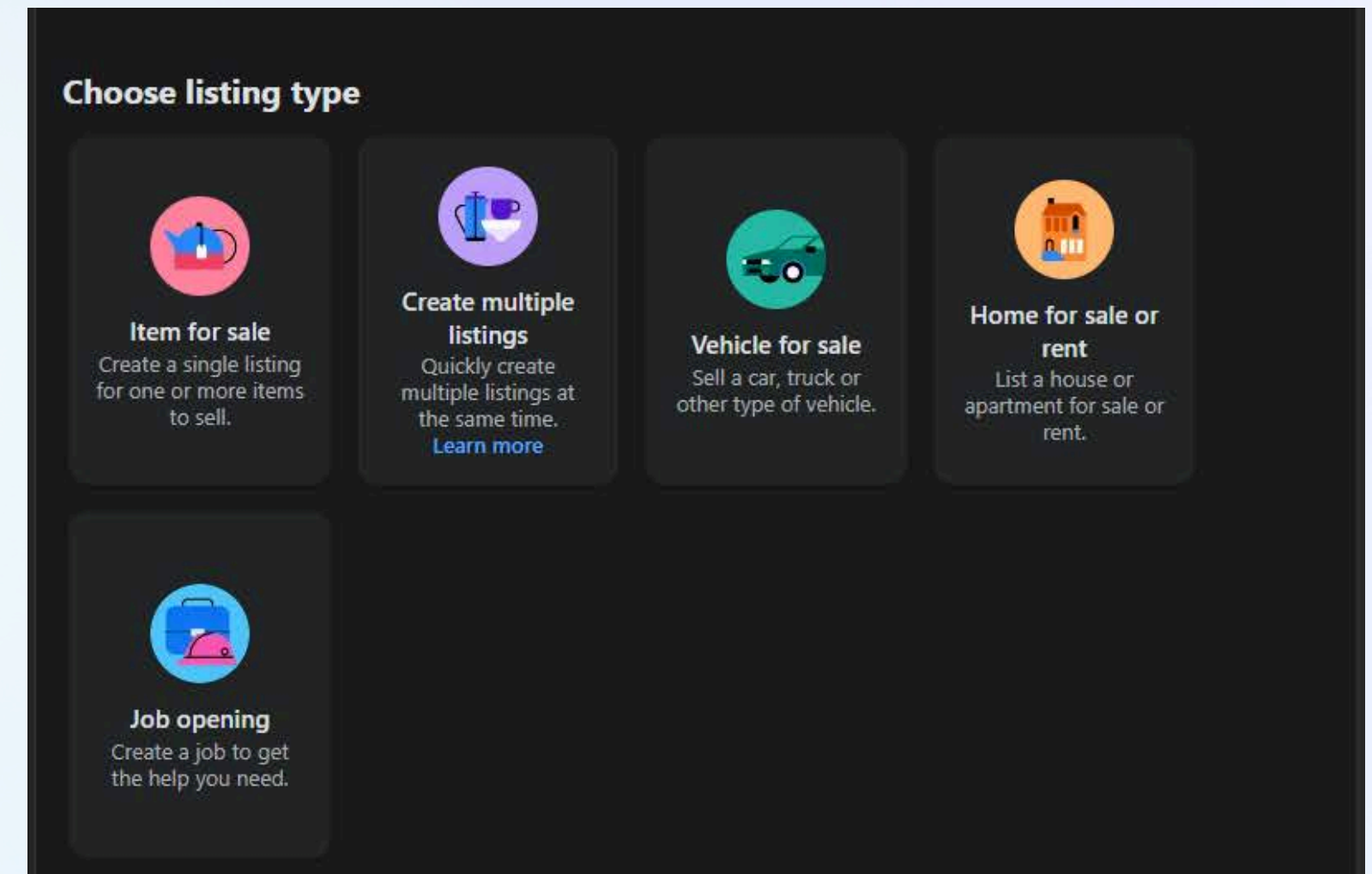
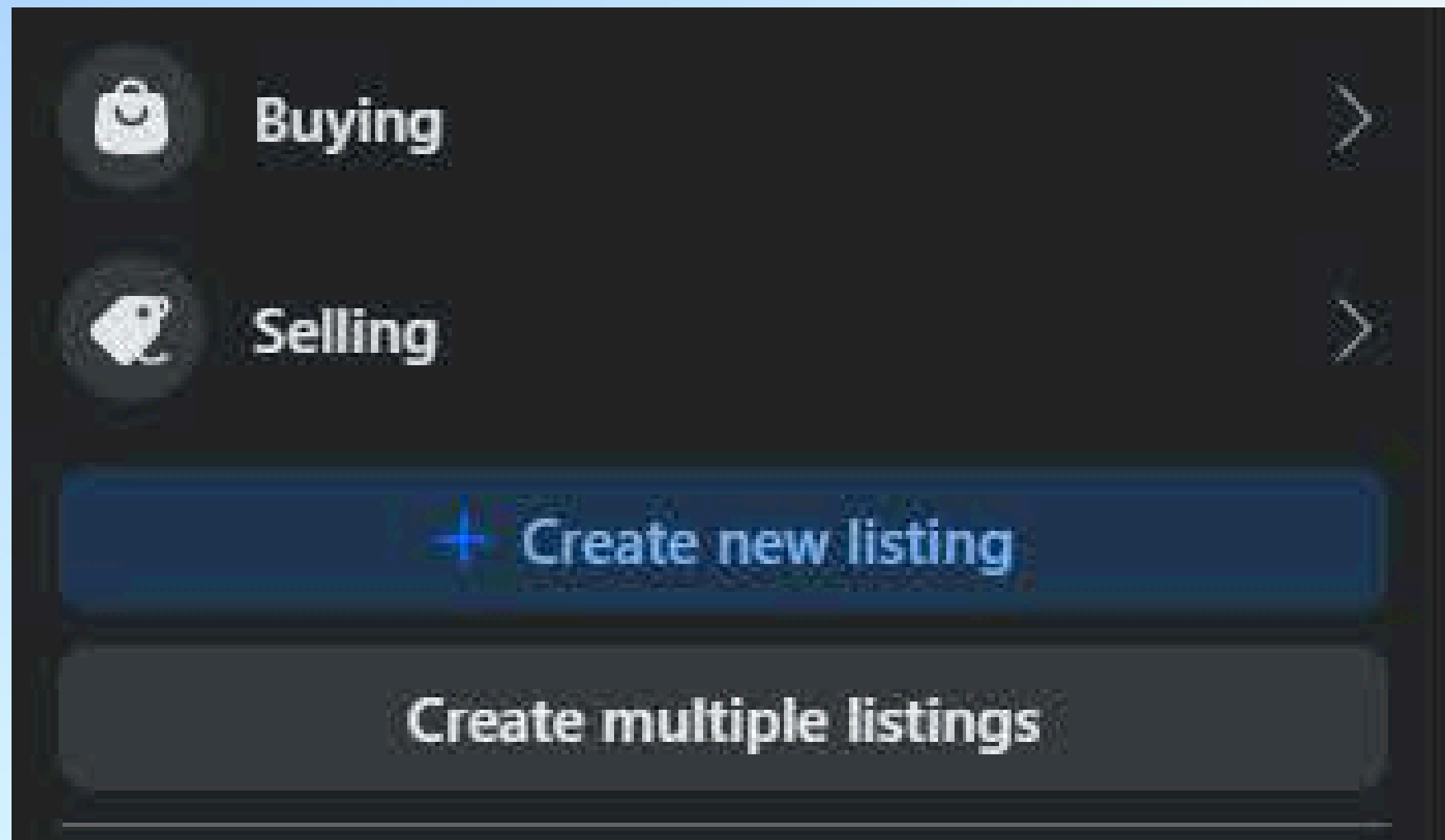
You can view details about the seller and click "seller details" for their full public Marketplace profile. You'll find reviews and selling history there.

You may also see a shortcut to message the seller about the item.

Purchasing an Item

- **Send a message to the seller.** Ask if the item is still available.
- **Coordinate a pick-up time.** Set an exact date, time, and location if doing an in-person drop off for the item. Make sure you choose a safe, public location during the day.
- **Negotiate payment methods.** It's good to pay day-of to avoid potential scams. Use a safe method of payment like cash, Venmo, or PayPal. Do not give your direct credit card information.
- **Inspect the item and leave a review.**
- Sometimes the item will have a "**buy now**" feature. This means the item can be shipped directly to you. You'll complete the purchase through Facebook – it will be protected. The seller will receive your shipping information and must send the item within a certain timeframe.

Listing an Item



The easiest way to list your own item for sale is to use the “**create new listing**” shortcut – or “**create multiple listings**” if you want to tackle a few at once. On the mobile app, you’ll click “**sell**,” then “**create listing**.” From there, you’ll select the appropriate category for your item. It’s a good idea to have photos of your items taken already, as well as an idea of how you’ll describe the items.

Listing an Item - Mobile View

Listing details **Publish**

Create a video (1 minute max) Add photos / video

Photos: 0/10 · Videos: 0/1

Create your listing with Meta AI Review and edit listing details before publishing.

Title

Price

Condition

New Used - Like New Used - Good Used - Fair

Description (recommended)

Auto reply to availability messages Save time by letting Meta AI automatically reply to "Is this still available?" messages and similar. Auto-replies may take a few moments to send.

More listing options Add more details to help your listing stand out.

Upload photos or videos at the top. Once you tap this icon, you can upload directly from your phone's camera roll or from a specific photo album.

Give your an item a "title" (name of item) and name your price.

Select the condition of your item, then add a description. It's recommended to write at least a sentence so that potential buyers know what you are selling.

Be sure to check out the additional listing options. Once you're done filling in the info you'd like to provide, hit **publish** at the top of the screen.

Listing an Item - Desktop View

×

f

Marketplace

Item for sale

😊 Haley [REDACTED]

Listing to Marketplace · Public

Photos · 0 / 10 Videos · 0 / 1

+

Add photos
or drag and drop

+

Add video
or drag and drop
(1 minute max)

📱

Upload photos directly from your phone. [Learn more](#)

Try it

Required

Be as descriptive as possible.

Title

Price

Category

▼

Condition

▼

Next

Save draft

Preview

Your listing preview

As you create your listing, you can preview how it will appear to others on Marketplace.

Title

Price

Listed a few seconds ago in Sterling Heights

Details

Description will appear here.

Seller information

Seller details

😊 Haley [REDACTED]

Message

After Listing an Item

- **Wait for messages.** Make sure you have your notifications on for Facebook Messenger so that you can promptly answer potential sales questions.
- **Share your item to boost it on others' feeds.** Use the share icon (rightward facing arrow) to share your item with friends, or send the link to people you know via text message, email, or other social media platforms.
- **Share your item on Facebook Groups.** Use the share icon to crosspost your listing onto Facebook Groups. You can also do this when you first list the item.

When completing a sale:

- Set an exact date, time, and location if doing an in-person drop off for the item. Make sure you choose a safe, public location during the day.
- Ensure you receive your funds before giving the item to the buyer. For in-person interactions, you can choose how you'd like to receive the payment. It is recommended that you wait until the meetup to complete this.
- Mark the item as sold on Marketplace so that you don't receive additional messages or offers. You can do this by navigating to your listings, then hitting "**mark as sold**" next to the specific item.
- If you enabled shipping, Facebook will give you the steps you need to safely prepare and ship your item to the buyer.

Spotting Scams

- **Online Shopping scams** can happen in a variety of ways
 - Usually scammers will try to lure you with deals that seem too good to be true if they are trying to scam you on a buying/selling app, or they will try to lure you off the initial platform (ie: moving from FB to texting or email)
 - Scammers typically have little to no reviews on a selling app or a generic profile photo/username with no personal details
- **Ways scammers might manifest on Marketplace:**
 - Conversations are encouraged to move out of the app to a different platform
 - Fake listings that are too good to be true, then when the seller is contacted they demand upfront payment and are suddenly “out of town” or the item is taken down
 - Demanding upfront payment in general before meeting for local listings, asking to use a third-party payment system; or as a buyer, having weird methods/steps to their payment
 - Meeting in a non-public area at night or insisting you come alone
 - Asking for some type of two-factor authentication to ensure you’re “real”

We discuss more in-depth examples in our Scams presentation!

Additional Resources

- **Digitallearn.org has an Intro to Facebook course:**
<https://www.digitallearn.org/courses/intro-to-facebook>
- **Facebook “Cheat Sheet”:**
<https://www.dummies.com/article/technology/social-media/facebook/facebook-for-dummies-cheat-sheet-207918/>
- **The official Facebook help page** is [facebook.com/help](https://www.facebook.com/help).
- **Book in HTPL’s nonfiction section, *Facebook for Seniors in Easy Steps* (2020),** located under 006.7 C.