Using Facebook Marketplace

Facebook Marketplace is a great place to find a deal or sell items for extra money! You need to have a Facebook account to access Marketplace so make sure you have your log-in credentials. This workshop will cover how to browse listings, use filters to narrow results, and how to create a listing to sell an item. Just follow the steps below to get started!

1. Make sure you are signed in to your Facebook account.

2. In the menu on the left side of your timeline, select Marketplace. If you don’t see it as an option, click on See all. You may have to scroll down to find it.
Browsing Marketplace

1. Click in the Search box and type in your search terms. We will use “leather sofa” as an example.

2. Then, use the filters to narrow down the search results. Click on the drop-down arrows by each filter to adjust them.

3. Scroll down the page to see the results. Click on a listing to see the full description and all of the photos. Note that some of the results may be ads which are identified by the word “sponsored” under them.

4. Try using different search terms to see how the results change. For example, in addition to “leather sofa,” try “brand new leather sectional,” or “real leather loveseat.”
Exploring a Listing

Once you open a listing, use the arrows on the photo to scroll through additional pictures of the item. Be sure to read the complete description on the right. If you have questions about the item, select **Message** to send the seller a direct message through Facebook Messenger.

Look at the **Seller details** before messaging about an item. A seller who recently joined Facebook or doesn’t have a complete profile could be red flags.
Bookmarking an Item

If you see an item you like, you can bookmark it to easily find it later. **Note** that if you can’t find an item you bookmarked, it’s possible that the listing may have been removed by the owner, or the item may have sold.

1. When you find a listing you would like to save, click on it to see the full details.

2. Then, click on the bookmark icon to save the listing.

3. To see your bookmarks, click on **Buying** in the Marketplace menu on the left.

4. Click on **Saved** to see your bookmarked items.
Creating a Listing

1. From the Marketplace homepage, scroll down to **Create new listing**.

2. Choose the listing type. In most cases, this will be **Item for Sale**.

3. Click **Add Photos** to upload a photo of the item. Or, drag the photo that you want to use and place it on the Add Photos box. You can also add a video!

4. Give your post a clear and detailed **Title** (the name of the item you're selling).

   Then, name your **Price**!
Creating a Listing, Cont’d

5. Scroll down to add details about your listing, including **Category**, **Condition**, and a **Description**. Based on your title, Facebook may recommend categories for your listing. Note that for the category and condition, there are drop-down menus.

6. You will see the option to “Boost Listing after Publish.” This means you pay Facebook to feature your listing and show it to more people. Leave this option off if you do not want to pay to boost your listing.

7. You will also see the option to “Hide from friends.” If you don’t want your Facebook friends to see your listing, click to toggle the switch "on." If you want your friends to see your item for sale and potentially share it with their network, then leave this option in the "off" position.

8. Click **Next** when ready.
Creating a Listing, Cont'd

9 Verify the location of the item. The simplest option is to choose Local pick up only. Click Next when ready.

10 You may choose to cross-post your listing in other groups that you belong to as well. This will potentially allow more people to see your post. If you're not interested, you can skip this step and click Publish.
Managing Your Listing

You can access your listing by clicking on **Selling** from the Marketplace homescreen. Here you will see a list of all of your items for sale and can easily manage them.

- Mark as pending or sold
- Edit or delete
- See messages regarding a listing
- Share, boost, or renew

Remember that people who buy items from you can rate you as a seller so be responsive, honest, and kind. Also, it helps to always mark your items as sold as soon as you sell them!