



Understanding Buying & Selling Online - Part 1



Helping you shop and sell safely in the digital world





Session Overview

- Why shop and sell online
- Popular websites and apps
- Step-by-step: buying online
- Step-by-step: selling online
- Safety & security tips
- Practical exercise and Q&A

Why Buy & Sell Online?

Convenient – shop anytime, anywhere

Compare prices easily

Access to a wide range of products

Opportunity to downsize or earn extra income by selling

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Common Online Marketplaces

Buying:

eBay

Amazon

Woolworths / Coles online

Temu / AliExpress / Others...

Selling:

eBay

Facebook Marketplace

Gumtree



What You Need to Get Started

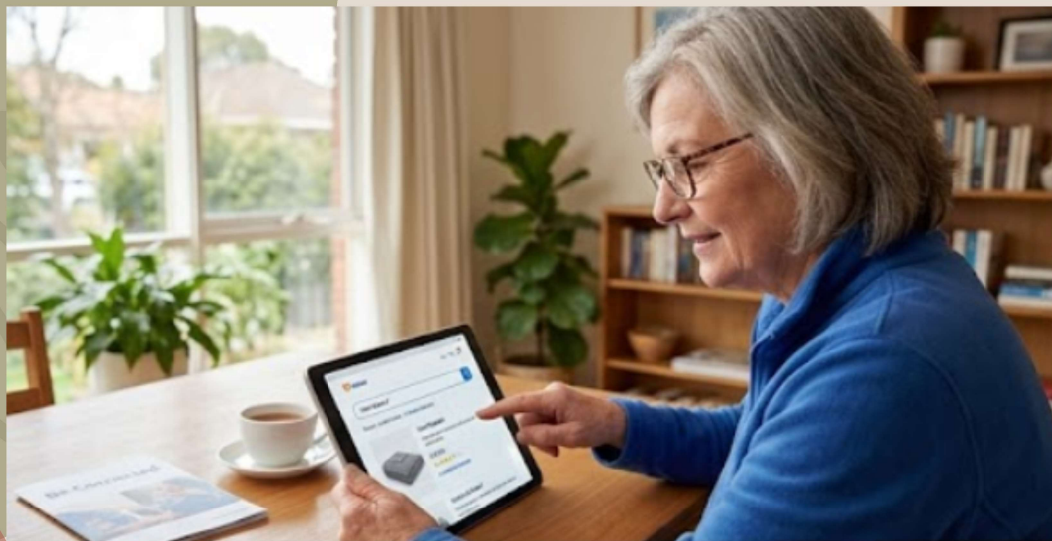
- Internet access (computer, tablet, or smartphone)
- Email address
- Payment method (credit/debit card, PayPal, etc.)
- Account on a trusted platform

Buying Online: Step by Step

1. Shop with trusted websites
2. Check for https and padlocks
3. Watch for scams and fake links
4. Search for the item
5. Compare sellers and read reviews
6. Check delivery cost and return policy
7. Add to cart and proceed to checkout
8. Used credit/debit card or PayPal
9. Don't shop on public Wi-fi
10. Pay securely and keep your receipt

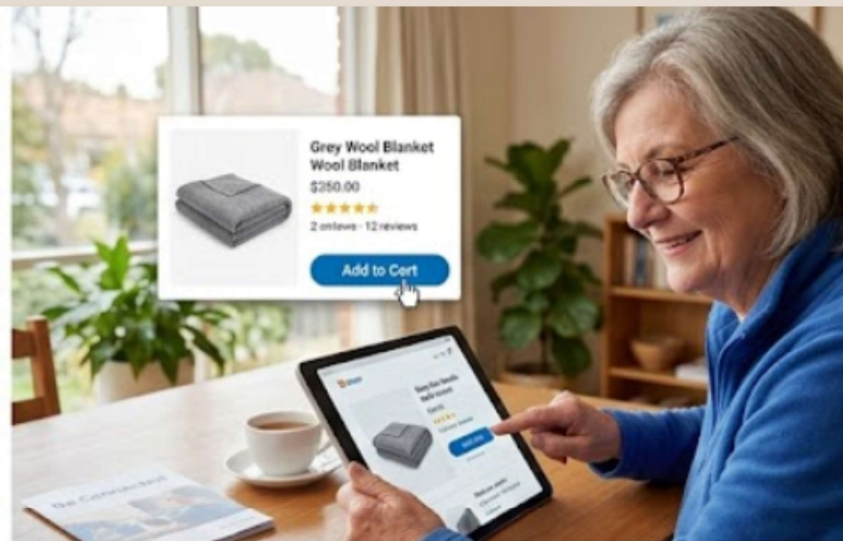
Buying online, using Ebay. <https://vimeo.com/445090999?fl=pl&f>





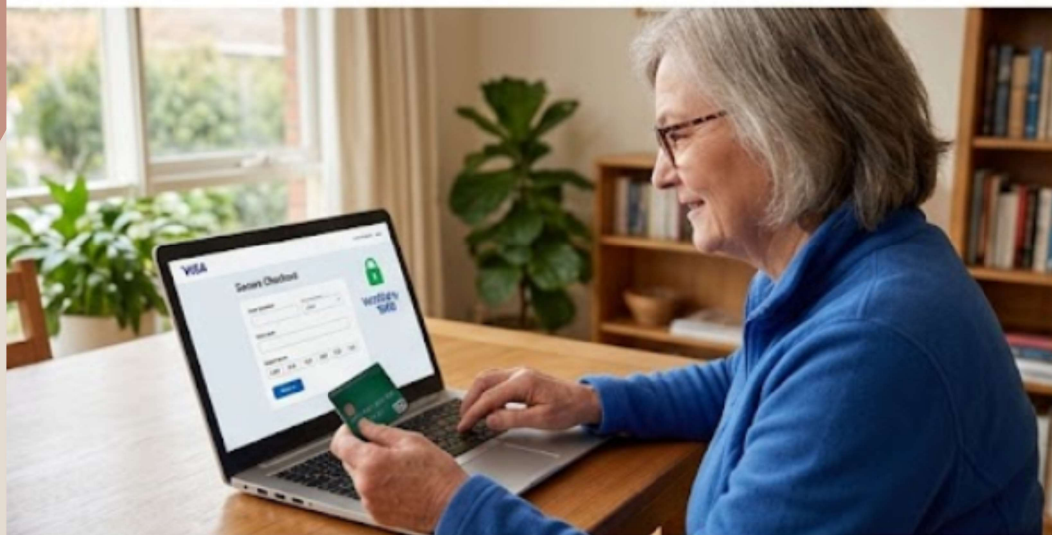
FINDING THE PRODUCT

Be Connected Session: Online Shopping



ADDING TO CART

Be Connected Session: Online Shopping



SECURE PAYMENT

Be Connected Session: Online Shopping



SUCCESSFUL PURCHASE & DELIVERY

Be Connected Session: Online Shopping

Selling Online: Step by Step

1. Choose a selling platform
2. Take clear photos of your item
3. Write an honest and detailed description
4. Set a realistic price
5. Respond politely to buyers
6. Send the item once payment is received

Selling online, using Ebay. <https://vimeo.com/672979285?fl=pl&fe=sh>





Staying Safe Online

- Shop only on secure websites (look for https:// and padlock )
 - Never share banking details by email or message
 - Watch out for deals that seem *too good to be true*
 - Use strong passwords
 - Avoid clicking suspicious links
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Recognising Scams

- Fake messages or invoices requesting urgent payment
- Buyer offering more money than asked
- Requests to communicate outside the selling platform
- "Prize" or "refund" emails asking for details



Practical Tips

- Practice using one trusted site first
- Ask family or friends for help
- Keep track of your purchases
- Update your device and antivirus software regularly

Useful Websites and Resources

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- [Beconnected.safety.gov.au](https://beconnected.safety.gov.au)
- [Scamwatch.gov.au](https://scamwatch.gov.au)
- [Staysmartonline.gov.au](https://staysmartonline.gov.au)

Click icon to add picture

Keys Takeaways

- Online buying & selling is simple with practice
- Stay alert to scams and protect your information
- Use trusted sites and payment methods
- Keep learning and exploring online opportunities

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thank you

Be Connected – Empowering Seniors Online



Questions or experiences to share?

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