

<u>Help Articles</u> > <u>Administrator Help</u> > <u>Website</u> > <u>Website</u> Settings > <u>How to setup Facebook Pixel</u>

## How to setup Facebook Pixel

Omar S. - 2023-02-15 - Website Settings

You can setup the Facebook Pixel to identify Facebook & Instagram users who visit your website, as well as see how they have interacted with your website's content and pages.

- 1. To get started, use the steps in the <u>How to set up a Meta Pixel section of this guide on Facebook's</u> <u>website.</u>
- 2. Once set, go your Events Manager in Facebook, then click Data Sources on the left side of the page.
- 3. Select the Pixel you want to set up.
- 4. Click Continue Pixel Setup.
- 5. Select Meta Pixel and click Connect.
- 6. Select Install code manually.
- 7. Copy the Pixel base code.
- 8. With the Pixel code copied, navigate to your MemberNova website's Member Area.
- 9. Click Settings or the Gear icon on the left menu.
- 10. Click the **Website & Branding** tab.
- 11. Click the Meta Tags link in the Settings section.
- 12. On the Edit Meta Tags page, click the Add button at the top right.
- 13. Select the **Custom** option from the **Meta tag type** drop-down menu.
- 14. Paste the Pixel base code into the **Custom string** textbox, copied from Step 7.
- 15. Click the Save button. The Facebook Pixel is now added to your MemberNova website.

Learn more about the Facebook Pixel on Facebook's website.