How to setup Facebook Pixel

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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 How to set up a Meta Pixel section of this guide on Facebook's website.
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.