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## 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</u> on Facebook's website.
- 2. Once set, go your <u>Events Manager in Facebook</u>, 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.