

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 [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.](#)