Meta's New 2-Link Limit: What It Means for Indie Artists & How to Beat It for Free

Rock Dog News | Industry Watch

If you tried to post a pre-save link, a ticket link, or a Spotify link on your Facebook Page recently, you may have run into a frustrating new wall: **Meta's 2-link-per-month limit.**

It's not a glitch. It's a deliberate policy change.

In December 2025, Meta quietly began testing a limit on external links for Facebook Pages. Then, on **September 15, 2026**, Meta launched **Meta One for Business**—a tiered subscription service—and expanded the link cap to a much wider set of Pages. Now, if your Page is subject to the rollout, you can only include external links in **two organic posts or comments per month** .

Once you hit that limit, you can still publish the post, but **the link will appear as plain, unclickable text**. And yes—comments count now, too. The old "link in the first comment" trick no longer bypasses the limit .

The Fee Schedule

To get more links, Meta wants you to subscribe to Meta One. Here are the tiers:

- **Free:** 2 links/month
- **Essential ($14.99/mo):** 2 links/month (No, that's not a typo—paying the entry fee does *not* increase your link allowance)
- **Advanced ($49.99/mo):** 8 links/month
- **Expert ($149.99/mo):** 20 links/month
- **Max ($499.99/mo):** Unlimited links

For an independent artist, paying $50 to $500 a month just to share links is simply not feasible. As *Saving Country Music* noted, this change is "catastrophic" for indie artists, bands, and venues who rely on Facebook to stay in touch with fans—particularly older fans who are more likely to buy merch, pre-order albums, and purchase tickets .

The Good News: You Don't Have to Pay

The good news is that **you do not need to pay for a subscription just to share your website or release links**. There are several free workarounds that not only bypass the limit but often perform *better* than direct links.

1. Use the Comment-to-DM Automation (The Best Free Workaround)
Instead of putting a link in your post, ask your fans to comment a specific word.
Example: "Comment **MUSIC** and I'll DM you the pre-save link!"
Meta Business Suite has a built-in "comment-to-DM" automation tool that lets you set this up for free . This actually boosts your engagement (comments drive more reach than link clicks) and puts the link directly in the fan's inbox .

2. Leverage Facebook Events for Ticket Links
If you are promoting a show, create a Facebook Event and put your ticket link in the "Admission/Ticket URL" field. Facebook displays a prominent "Find Tickets" button, and links to Events are exempt from the feed limit .

3. Use the Link Sticker in Facebook Stories
Stories are exempt from the main feed link restrictions . Use the link sticker to send fans directly to your pre-save or new release.

4. Update Your Page Intro and Action Button
Your Page intro, website field, and action button (e.g., "Shop Now" or "Listen Now") are not posts—they don't count toward the limit . Keep these updated with your current release and tell fans in your post to "tap the button on my Page."

5. Create a Permanent "Link Hub"
Create a simple page on your own website that houses all your current links (Spotify, merch, tickets, mailing list). Point your Page intro there. You can also use a free "link in bio" tool (like Lnk.Bio, which offers unlimited links on its free plan) and direct fans to that single URL .

6. Use Exempt Links
Links to Meta's own platforms—Facebook, Instagram, WhatsApp, and

Threads—do **not** count toward the limit . If you have a Reel or an Instagram post promoting your music, you can link to that directly.

7. Save Your Two Free Links for Your Biggest Moments
Treat your two free links like gold. Save them for your absolute biggest conversion moments: the release day itself, a major ticket announcement, or a merch drop . Everything else can go through the workarounds above.

A Note on Verification (and Why It Doesn't Help)

It's worth noting that even if you pay the $14.99/month for the "Essential" Meta One plan (or the old Meta Verified program), your link allowance remains at 2 per month . The only way to get more links is to pay for the Advanced tier ($49.99) or higher.

The Bottom Line

Meta is trying to keep users on-platform and monetize link-sharing. It's frustrating, and it hurts independent artists who don't have corporate marketing budgets. But you don't have to play their game—and you don't have to pay to stay connected to your fans.

Use the workarounds. Build your email list (which no algorithm can touch). And save your two links for the moments that matter most.

Rock Dog News will continue to monitor this rollout. If you find a workaround that's working for you, let us know.