



Remote Working

Top Influencers & Brands



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Remote Working: an introduction

With the world in flux and businesses adapting as quickly as they can to new environments, remote working has been the solution for many.

But with the dramatic changes that businesses have undergone, what was thought to be a temporary provision may last longer than anyone expected. Given this, making sure that strategy, communication styles, management approaches and motivation methods align with the new ways of working is of vital importance to maintain a positive culture, a productive workforce and flexible team working.

To help you on this journey, we've collected and collated the biggest names and businesses in the remote working world. This list will help you get to the heart of the community of people that have been thinking about, and solving the problems that come with remote working and distributed teams long before the world changed, and they are ready to help guide you through.

Top Tips



Andreas Kilinger
Head of Remote
AngelList

“Given your team is not used to working from home, coupled with the added pressure of unclear semi-broken work-processes, a feeling of loneliness might become more prominent, sooner.

To minimize any initial shock:

- Ensure they leave their house from time to time
- Educate your employees about hygiene measures that should be taken, as well as how to behave safely when in public spaces
 - Encourage breakfast, lunch or evening walks outside
 - Crowd-source ideas from your team
 - Consider implementing happy-hour-/lunch- or even cooking-zoom calls with no agenda
- Start casual slack channels (Photo channels work very well)
 - Organize Online video game tournaments or ‘show your pet/hobby/flat’ shows”

Top Tips



Chris Herd
Founder & CEO
Firstbase

“Don’t replicate the bad parts of office working remotely. The synchronous-first instantaneous gratification of offices stops people doing deep focussed work. Asynchronous first should let people have the space and isolation to do great work, but only if you design your remote work processes that way.”



Darren Murph
Head of Remote
GitLab Inc.

“I’d advise that you respect a routine, but experiment with change in finding a structure that works best. The key is proactively filling the space that once held your commute.

Aim for using this time to make yourself healthier. Exercising, resting, bonding with family, cooking, reading, studying, etc. — all great options. If you aren’t careful, that time can be squandered and the lines between sleeping and working are blurred.”

Top Tips



Tamara McCleary
CEO
Thulium

“Back away from the refrigerator! Yes freedom reigns supreme working remotely, and with great freedom comes great responsibility and restraint. Limiting distractions like social media by scheduling your engagement time to avoid getting lost in the gravitational pull of various social platforms is as critical as not allowing yourself to hit the fridge every time you crave a distraction. I practice intermittent fasting, (IF), so I only eat from 5pm-10pm which makes it easy—I’m already resolved to not eat during my work day. Even if you don’t subscribe to IF, you can decide ahead of time “when” you’re going to eat rather than getting caught in the trap of frequent visitations to the kitchen or trips to the pantry for snacks. Or if you do snack, have healthy alterations readily available so you resist the temptation of reaching for the crisps and cookies! Don’t chain yourself to your chair either. Move your body often throughout the day to keep your focus sharp and energy levels high. Try a standing desk, and/or take frequent exercise or stretch breaks. I find even a 10-15 minute walk between conference calls not only re-energizes me, it stimulates creative thought, fosters innovation, AND it keeps me disinterested in what’s in the kitchen cupboards.”

Network Map





Influencers: 1-50

Rank	Name	Twitter Handle	Role	Influencer Score
1	Andreas Klinger	andreasclinger	Senior Management	100.00
2	Chris Herd	chris_herd	Entrepreneur	79.78
3	Jason Fried	jasonfried	Entrepreneur	69.23
4	Hiten Shah	hnshah	Entrepreneur	52.24
5	Laurel Farrer	laurel_farrer	Entrepreneur	48.42
6	Wade Foster	wadefoster	Entrepreneur	48.21
7	Amir Salihefendić	amix3k	Entrepreneur	48.03
8	Meghan M. Biro	MeghanMBiro	C-Suite	45.20
9	Darren Murph	darrenmurph	Senior Management	43.74
10	Tamara McCleary	TamaraMcCleary	C-Suite	43.70
11	Kathy B Gardner	kathgard	Communications Professional	43.05
12	Evan Kirstel	evankirstel	Tech Professional	41.02
13	Aaron Levie	levie	C-Suite	40.67
14	Pieter Levels	levelsio	Entrepreneur	39.63
15	Tammy Bjelland	TammyBjelland	C-Suite	38.58
16	SJ Lefevre	AJBCTsurveys	Analyst	37.86
17	Brianne Kimmel	briannekimmel	Entrepreneur	36.41
18	Adam Ozimek	ModeledBehavior	Financial Services Professional	35.19
19	Ben Bisbee	benbisbee	Entrepreneur	34.43
20	Liam Martin	vtamethodman	Entrepreneur	34.36
21	Ryan Hoover	rrhoover	Entrepreneur	34.18
22	Rodolphe Dutel	rdutel	Entrepreneur	33.25
23	Lisa Mills	WAHMRevolution	Media Professional	31.36
24	Kate Lister	FutureWorkforce	C-Suite	31.13
25	Joel Gascoigne	joelgascoigne	Entrepreneur	30.78
26	Elad Gil	eladgil	Entrepreneur	30.23
27	Lisette Sutherland	lightling	Senior Management	29.39
28	Greg Caplan	gdcaplan	Entrepreneur	28.74
29	Holly Reism Hanna	TheWAHWoman	Entrepreneur	28.73
30	Jeff Robbins	jjeff	Entrepreneur	27.58
31	Natalie Nagele	natalienagele	C-Suite	27.28
32	Teresa Douglas	teresamdouglas	Author	27.25
33	Courtney Nash	courtneynash	Media Professional	26.79
34	Rani Molla	ranimolla	Media Professional	26.51
35	Garry Tan	garrytan	Entrepreneur	25.52
36	Jonathan Siddharth	jonsidd	C-Suite	25.45
37	Marcus Wermuth	mwermuth	Senior Management	25.11
38	Gonçalo Silva	goncalossilva	C-Suite	24.98
39	Job van der Voort	Jobvo	C-Suite	24.74
40	Kieran Flanagan	searchbrat	Senior Management	24.42
41	David Ulevitch	dauidu	Senior Management	24.32
42	Scott Dawson	scottpdawson	Author	23.77
43	Brie Weiler Reynolds	briewreynolds	Senior Management	23.14
44	Angie Nelson	thewahwife	Entrepreneur	23.05
45	Vlad Magdalin	callmevlad	Entrepreneur	22.88
46	Rajiv Ayyangar	rajivayyengar	C-Suite	22.70
47	Charity Majors	mipsytipsy	C-Suite	22.67
48	Jessica Meher	jessicameher	Entrepreneur	22.05
49	Gene Marks	genemarks	Media Professional	22.02
50	Jonathan C	Jicecream	Entrepreneur	21.55



Influencers: 51-100

Rank	Name	Twitter Handle	Role	Influencer Score
51	Tracy Keogh	Tracy_Keogh	C-Suite	21.51
52	Justin Mitchell	jmitch	Entrepreneur	21.19
53	Pilar Orti	PilarOrti	Senior Management	20.83
54	Mark C. Crowley	MarkCCrowley	Author	20.57
55	Jeremy Scrivens	JeremyScrivens	Senior Management	20.29
56	Linda Eliassen	littlenono	Senior Management	20.15
57	Julie Chabin	syswarren	Senior Management	20.13
58	Dylan Field	zoink	C-Suite	20.09
59	Roberta Sawatzky	RobertaS2014	Education Professional	19.83
60	Paul Estes	PaulFEstes	Media Professional	18.83
61	Rose Barrett	RemoteRose	Entrepreneur	18.44
62	Shauna Moran	ShaunaMMoran	Entrepreneur	18.24
63	Michael Pryor	michaelpryor	Entrepreneur	18.19
64	Leah Knobler	LEAHisKNOBLER	Senior Management	18.12
65	Ryan Singer	rjs	Senior Management	17.85
66	Jennifer Aldrich	jma245	Senior Management	17.71
67	Darren Buckner	darrenbuckner	Entrepreneur	16.97
68	Laila von A.	lailavona	Senior Management	16.65
69	Marie Prokopets	MarieProkopets	Entrepreneur	15.94
70	Laura Behrens Wu	LauraBehrensWu	C-Suite	15.21
71	Emily Klein	eakboston	Senior Management	14.82
72	Brian Rhea	brhea	Senior Management	14.71
73	Courtney Seiter	courtneyseiter	Senior Management	14.63
74	Kevin Eikenberry	KevinEikenberry	C-Suite	14.49
75	Katie Womers	katie_womers	Senior Management	14.25
76	Judy Rees	judyrees	Entrepreneur	14.20
77	Sarah Park	itsmesarahp	C-Suite	14.13
78	Nacho Rodriguez	IGROCA	Senior Management	14.04
79	Juan Pablo Buriticá	buritica	Senior Management	13.76
80	Maya Middlemiss	mayamiddlemiss	C-suite	13.31
81	Pablo Stanley	pablostanley	Senior Management	13.20
82	Najeeb Khan	itsnajeeb	Entrepreneur	12.79
83	David Perell	david_perell	Education Professional	12.75
84	Hunter McKinley	huntermoonshot	Entrepreneur	12.21
85	Jevin Maltais	jevy	C-suite	12.16
86	Jack Altman	jaltma	Entrepreneur	11.97
87	Jonathan Rochelle	jrochelle	Entrepreneur	11.84
88	Jill Carlson	jillruthcarlson	Entrepreneur	11.73
89	June Bolneo	junebolneo	Senior Management	10.85
90	Edward Woodcock	remotecto	Entrepreneur	10.74
91	Mark Boulton	markboulton	Senior Management	10.62
92	Jessica Verrilli	jess	Entrepreneur	10.55
93	Jarek Ostrowski	jaaaaarek	Senior Management	10.07
94	Gary Walker	g4ryw4lker	Senior Management	10.01
95	Melissa Ng	thedesiggnomad	Entrepreneur	9.70
96	Anne Bibb	annebibb	Senior Management	9.48
97	Abinaya from Remote Leaf	abinaya_rl	Entrepreneur	9.12
98	Chris Mayer	ChrisMayer_WP	Education Professional	9.10
99	Alex Muench	alexmuench	Tech Professional	9.07
100	Rebecca Eisenberg	ryeisenberg	Media Professional	8.98



Brands: 1-50

Rank	Name	Twitter Handle	Influencer Score
1	We Work Remotely	weworkremotely	100.00
2	Forbes	Forbes	70.16
3	Slack	SlackHQ	70.13
4	Codecademy	codecademy	68.74
5	Zoom	zoom_us	63.41
6	GitLab	gitlab	58.09
7	Inc.	Inc	57.51
8	Owl Labs.	OwlLabs	50.92
9	Lucid Meetings	lucidmeetings	49.46
10	Zapier	zapier	44.24
11	Trello	trello	37.78
12	InVision	InVisionApp	31.86
13	Medium	Medium	30.48
14	Basecamp	basecamp	30.12
15	Graphy	GraphyHQ	28.91
16	workplaceless	workplaceless	26.96
17	HubSpot	HubSpot	25.16
18	TalentCulture	TalentCulture	23.82
19	Notion	NotionHQ	22.97
20	Remotive	remotiveio	22.80
21	Remote-how	remote_how	21.86
22	Yonder	yonder_io	21.85
23	Remote	remote	21.43
24	Remote.co	remote_co	21.32
25	Upwork	Upwork	21.13
26	Yac	YacChat	20.12
27	Loom	useloom	20.03
28	FirstbaseHQ	FirstbaseHQ	19.59
29	MURAL	MURAL	19.55
30	Figma	figmadesign	19.49
31	Help Scout	helpscout	19.43
32	Deel	deel	16.36
33	TechRepublic	TechRepublic	15.84
34	NODESK	NODESKco	15.80
35	Hubstaff	Hubstaff	15.65
36	DigitalOcean	digitalocean	15.37
37	Miro	MiroHQ	14.92
38	Webflow	webflow	14.60
39	Range	RangeLabs	14.55
40	Tandem	Tandem_HQ	14.47
41	The Art of Working Remotely	workingrem	14.43
42	Bloomberg	business	13.60
43	Todoist	todoist	12.75
44	Shield GEO Services	ShieldGEO	12.35
45	G Suite	gsuite	12.21
46	GoTo	GoToSuite	11.90
47	Remote Work Prep	remoteworkprep	11.74
48	fyi	usefyi	11.42
49	Auth0	auth0	11.23
50	Microsoft 365	Microsoft365	11.18



Brands: 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Atlassian Jira	Jira	11.08
52	Box	Box	10.91
53	Lattice	LatticeHQ	10.90
54	Parabol	parabolco	10.85
55	Nomad List®	NomadList	10.67
56	Threads	threads	10.61
57	Sana	SanaBenefits	10.36
58	Toggl	toggl	10.34
59	Asana	asana	10.29
60	krisp	krispHQ	9.87
61	Twist	twistappteam	9.63
62	twilio	twilio	9.56
63	Dropbox	Dropbox	8.92
64	InsideRemote	insideremote	8.91
65	flock	Flock	8.65
66	Operate Remote	OperateRemote	8.52
67	Microsoft Teams	MicrosoftTeams	8.44
68	Whereby	whereby	8.38
69	Remote Leadership	LeadingRemotely	8.33
70	Pitch	Pitch	8.30
71	LogMeIn, Inc.	LogMeIn	8.28
72	Remote Year	remoteyear	8.12
73	Pragli	PragliHQ	8.05
74	VirtualNotDistant	VirtualTeamw0rk	7.93
75	Remoters	remotersnet	7.90
76	Taskade	Taskade	7.69
77	BlueJeans Network	BlueJeansNet	7.46
78	Aha!	aha_io	7.39
79	GoToMeeting	GoToMeeting	6.92
80	Toptal	toptal	6.82
81	GroWrk Remote	GrowrkRemote	6.79
82	Remote Work Association	RemoteWork_RWA	6.59
83	WhatsApp Inc.	WhatsApp	6.37
84	Karat	karat	6.31
85	Fuze	fuze	6.16
86	Abstract	goabstract	6.10
87	Cloudflare	Cloudflare	6.07
88	Boldly	workboldly	5.94
89	CloudApp	cloudapp	5.93
90	Webex	Webex	5.82
91	Grammarly	Grammarly	5.70
92	Prezi	prezi	5.66
93	Time Doctor	ManageYourTime	5.63
94	Sococo	sococo	5.59
95	Mailchimp	Mailchimp	5.37
96	Remo	use_remo	5.34
97	Sketch	sketch	5.26
98	bonusly	Bonusly	5.11
99	Terminal	JoinTerminal	5.02
100	Pop Discord	Discordapp	4.90

Methodology

Onalytica's PageRank based methodology is used to extract influencers on a particular topic and takes into account the number and quality of contextual references that a user receives – this allows us to identify Topical Authority (reference) – our priority influence metric.

We analyze topical authority via social engagement on Twitter and how much influencers have been referenced in association with topics surrounding Remote Working on Instagram, Facebook, YouTube, Forums, Blogs, News and Tumblr content. These calculations also take into account a user's resonance (topical engagement) relevance (number of posts on topic, and % relevance - the proportion of their social content on the topic) and reach (number of followers).

If you want to learn more, check out our article that outlines [influencer identification](#).

Hi, we're Onalytica, we're known for our award-winning influencer marketing platform which allows you to discover, activate and manage influencers. Fancy getting a demo? Get in touch!

Get in Touch

We've also recently released our very own influencer strategy builder, which means in just 5 minutes you can build your own influencer marketing strategy.

Build a Strategy