Database:

There are 2 main ways I would recommend to make backups:

1. Automated Railway Backups
2. Custom backups

Railway Backups:

Set up automated backups once a day. It is easily configured on the dashboard, and they are billed quite thoughtfully ( read/write only for new data).

Manual Backup:

Use tools like pg\_dump (for PostgreSQL) to create manual backups of your database at specific times. For example, make backup at midday once a day.

For security, I would also recommend storing your backups on separate system like AWS S3 to remove the risk of losing everything due to storing everything in 1 place.

It could be more secure way but could be more expensive to maintain due to usage of server storage and human labour (good engineer costs a lot) to automate the process for your company.

Media backups

Consider using Cloudinary regular backups. It is easy to set up and is cost efficient to some extent.

You can also consider making a third-party backup using AWS S3 for the same reason as the Database.

Why once a day?

It is the most reasonable timeframe, as if some data is corrupted or lost you can restore progress for the last 24 hours. It is suitable for this type of application. In this way, you use storage in a cost-efficient way, prevent huge system overloads and/or downtimes cause by that. Another plus is easier automation – you can set up database backup at certain time each day. And backing up at least once a day is considered a minimum standard in the industry.